DEALER FACILITY BRAND GUIDE

SEPTEMBER 2021

Bobcat®

Introduction

The main purpose of the Dealer Facility Guideline is to provide an overview of the elements available to help you promote the Bobcat brand.

The manual is divided into three main chapters: Basic Graphic Elements, Element Definitions and Gallery of Examples. These chapters show not only the basic usage of the Bobcat brand, but also its application within the dealership and its combination with other brands.

All the items described in the manual are available to order from our Bobcat fan shop website **bobcat-shop.com**.

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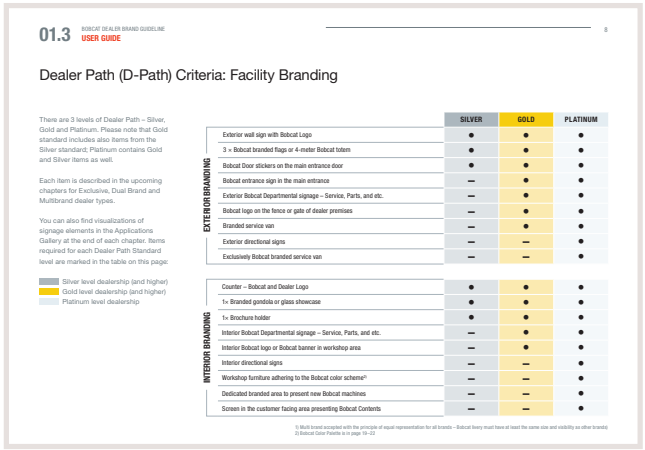

01.3 BOBCAT DEALER BRAND GUIDELINE USER GUIDE 8

Dealer Path (D-Path) Criteria: Facility Branding

There are 3 levels of Dealer Path – Silver, Gold and Platinum. Please note that Gold standard includes also items from the Silver standard; Platinum contains Gold and Silver items as well.

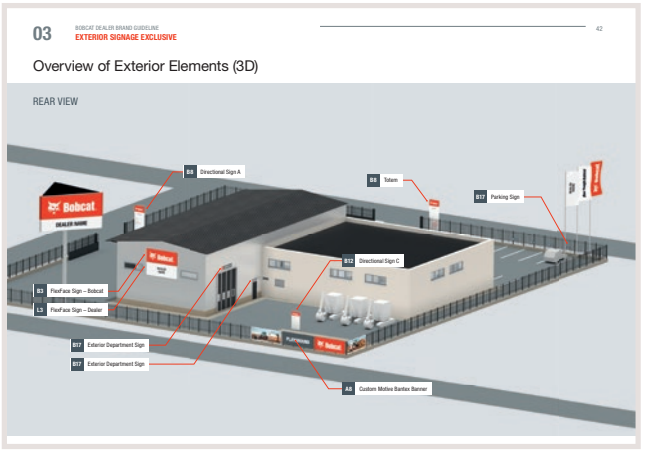
Each item is described in the upcoming chapters for Exclusive, Dual Brand and Multibrand dealer types.

You can also find visualizations of signage elements in the Applications Gallery at the end of each chapter. Items required for each Dealer Path Standard level are marked in the table on this page:

Silver level dealership (and higher)
Gold level dealership (and higher)
Platinum level dealership

		SILVER	GOLD	PLATINUM
EXTERIOR BRANDING	Exterior wall sign with Bobcat Logo	●	●	●
	3 × Bobcat branded flags or 4-meter Bobcat totem	●	●	●
	Bobcat Door stickers on the main entrance door	●	●	●
	Bobcat entrance sign in the main entrance	–	●	●
	Exterior Bobcat Departmental signage – Service, Parts, and etc.	–	●	●
	Bobcat logo on the fence or gate of dealer premises	–	●	●
	Branded service van	–	●	●
	Exterior directional signs	–	–	●
	Exclusively Bobcat branded service van	–	–	●
INTERIOR BRANDING	Counter – Bobcat and Dealer Logo	●	●	●
	1× Branded gondola or glass showcase	●	●	●
	1× Brochure holder	●	●	●
	Interior Bobcat Departmental signage – Service, Parts, and etc.	–	●	●
	Interior Bobcat logo or Bobcat banner in workshop area	–	●	●
	Interior directional signs	–	–	●
	Workshop furniture adhering to the Bobcat color scheme[2]	–	–	●
	Dedicated branded area to present new Bobcat machines	–	–	●
	Screen in the customer facing area presenting Bobcat Contents	–	–	●

1) Multi brand accepted with the principle of equal representation for all brands – Bobcat livery must have at least the same size and visibility as other brands
2) Bobcat Color Palette is in page 19–22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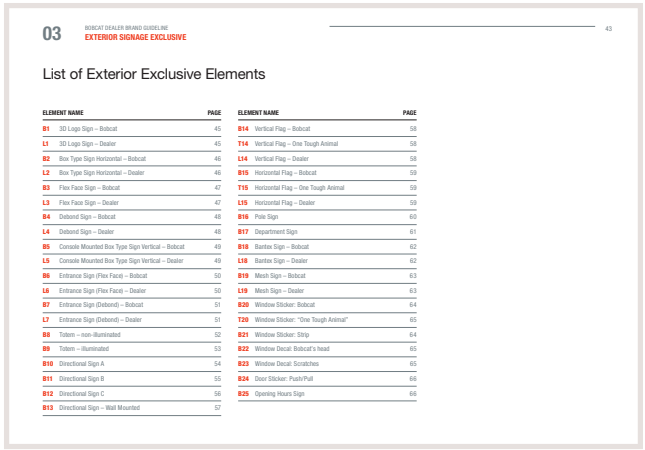
Overview of Exterior Elements (3D)

REAR VIEW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ELEMENT NAME		PAGE
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B23	Window Decal: Scratches	65
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STEP 1

Read Bobcat Dealer Path (D-Path) Criteria

Please familiarize yourself with the Dealer Path requirements on page 8 to understand the specific criteria for each level (silver, gold and platinum).

Dealer Path (D-path) is Bobcat's dealer certification and scorecard program used to structurally evaluate dealer capabilities. It defines and communicates clear expectations to our partners, based on best practices and proven enablers for sustainable and profitable growth – including facility branding.

For more information, please contact your District Manager / Channel Development Team.

STEP 2

Select the appropriate type for your dealership

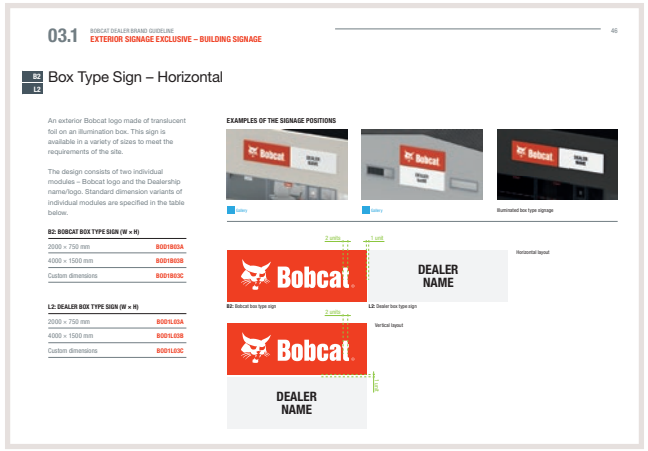
The range of available branding items depends heavily on the type and Dealer Path standard level of the dealership.

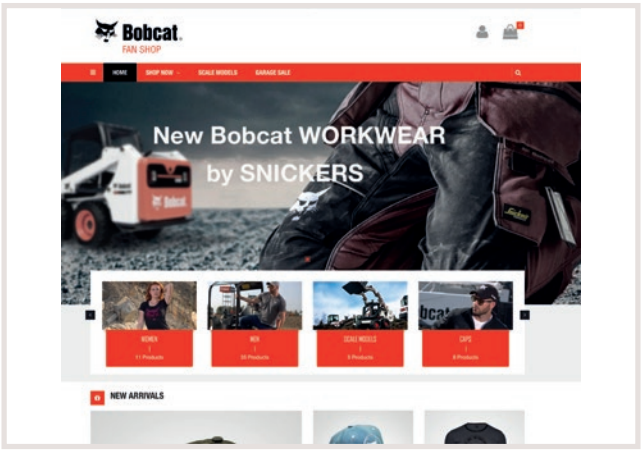
You will find available items in separate sections (see Contents) for exterior and interior elements.

STEP 3

Review the elements available in this guide for your dealership type

While exterior and interior signage differ for different types of dealerships, this manual also contains common items such as Bobcat branded Point of Sale elements, Furniture, and Custom items that are readily available for order by any type of dealership.





STEP 4

Select the appropriate branding elements

Application examples for branding elements can be found in the Gallery chapter of this manual, along with recommended items for each level of Bobcat dealership. Please use them as inspiration for the branding of your dealership.

Assistance with dealership branding can be provided by Bobcat – either in the design phase or with production.

STEP 5

Order selected branding elements

You can order branding elements via the Bobcat dealer e-shop (bobcat-shop.com) or contact your Bobcat representative for further assistance.

If you are interested in branding the exterior or interior of your dealership, service or workshops, then Graphic House company offers you a cooperation with project preparation, visualization and subsequent production of Bobcat signage and, if interested, the installation of the signage on your premises. Feel free to contact Graphic House at bobcat-signage@graphic-house.cz

Dealer Path (D-Path) Criteria: Facility Branding

There are 3 levels of Dealer Path – Silver, Gold and Platinum. Please note that the Gold standard also includes items from the Silver standard while the Platinum contains Gold and Silver items as well.

Each item is described in the following chapters for Exclusive and Multi Brand dealer types.

You can also find visualizations of signage elements in the Applications Gallery at the end of each chapter. Items required for each Dealer Path standard level are marked in the table on this page:

- Silver level dealership (and higher)
- Gold level dealership (and higher)
- Platinum level dealership

		SILVER	GOLD	PLATINUM
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	Bobcat Door stickers on the main entrance door	●	●	●
	Bobcat entrance sign in the main entrance	–	●	●
	Exterior Bobcat departmental signage – Service, Parts, etc.	–	●	●
	Bobcat logo on the fence or gate of dealer premises	–	●	●
	Branded service van	–	●	●
	Exterior directional signs	–	–	●
	Exclusively Bobcat branded service van	–	–	●
INTERIOR BRANDING	Counter – Bobcat and dealer logo	●	●	●
	1× Branded gondola or glass showcase	●	●	●
	1× Brochure holder	●	●	●
	Interior Bobcat departmental signage – Service, Parts, etc.	–	●	●
	Interior Bobcat logo or Bobcat banner in workshop area	–	●	●
	Interior directional signs	–	–	●
	Workshop furniture adhering to the Bobcat color scheme[2)]	–	–	●
	Dedicated branded area to present new Bobcat machines	–	–	●
	Screen in the customer facing area presenting Bobcat Contents	–	–	●

1) Multi brand accepted based on the principle of equal representation for all brands – Bobcat livery must be of at least the same size and visibility as other brands
2) Bobcat Color Palette is on pages 24–27

Dealers Facility Guidelines Division

This guideline describes three kinds of dealerships – Bobcat Exclusive Dealer and Multi Brand Dealer.

Please select the right type of dealership and look for features that are tailored to you. These specific elements can be supplemented with additional items that are universally available for all types of dealerships – see chapter 05 Common Elements.

Exclusive Dealers

Chapter 03

This chapter describes solution for exterior and interior signage for Bobcat brand dealers.

Multi Brand Dealers

Chapter 04

This chapter describes solution for exterior and interior signage for dealers of Bobcat and other brands.

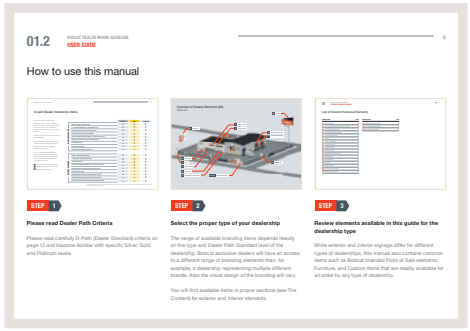
Structure of the Guideline

The main purpose of the Dealer Facility Guideline is to provide an overview of the elements available to help you promote the Bobcat brand.

The manual is divided into three main chapters: Basic Graphic Elements, Element Definitions and Gallery of Examples. These chapters show not only the basic usage of the Bobcat brand, but also its application within the dealership and its combination with other brands.

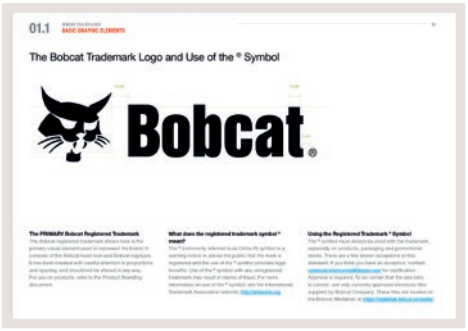
All the items described in the manual are available to order from our Bobcat fan shop website bobcat-shop.com.

How to Use the Guideline



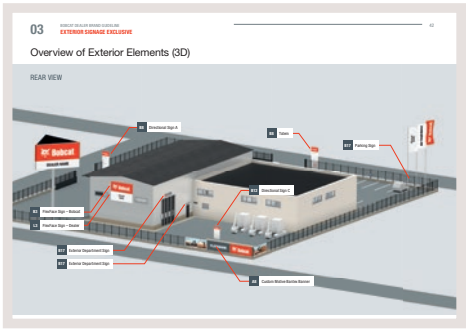
The How to Use the Guideline chapter gives instructions on how to work with this guideline and how to proceed when choosing and ordering individual brand elements and equipment.

Basic Graphic Elements



This chapter not only recaptures the well-known branding rules, but also extends the corporate color and font systems. All available elements, such as the logo and its variants, are marked with a link to a storage location where you can download source data for your own use.

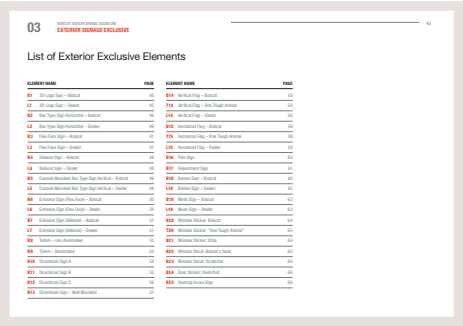
Type of Dealer Signage



These types of pages define individual groups of elements and their usage based on the type of dealer and the placement of these items.

Here you can find branding and signage items available to Bobcat exclusive dealers, and multi brand dealers.

Overview of Elements



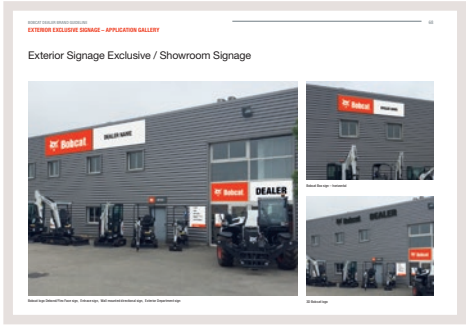
The list of basic signages for relevant type of dealership follows the visualisation at the beginning of each signage chapters. These lists serve as a quick reference and link the visualisation with detailed specifications for each individual signage element.

Specific Element

These chapters define individual groups of elements and their usage based on the type of the dealer and the placement of these items.

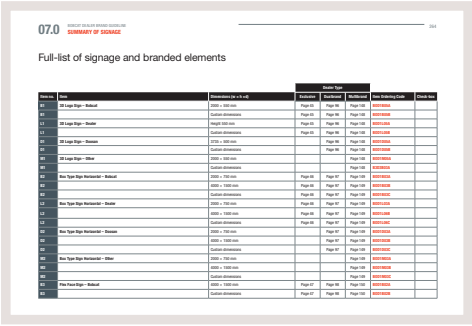
Here you can find branding and signage items available to Bobcat exclusive dealers, and multibrand dealers.

Gallery of Examples



This chapter shows examples for selected elements installed in an environment of Bobcat dealership.

Summary



Located at the end of the document is a list that contains all available elements along with their location on pages of the guideline as well as well as unique codes used to order the items from the Bobcat shop.

Page Structure and Orientation

Chapter name specifying type of the branding element as well as the type of dealer the item is primarily designed for

Element ID and name

Description of the branding element, including specification of the material used and branding suitability

Dimensions of the branding element

Order code of the branding element for use at www.bobcat-shop.com

Schematic representation of installation of the branding element

Elements accompanied with a Gallery icon are visualized in the Gallery chapter

The branding element visualization

03.1 BOBCAT DEALER BRAND GUIDELINE
EXTERIOR SIGNAGE EXCLUSIVE – BUILDING SIGNAGE
48

B4 L4 Debond Sign

An exterior Bobcat logo printed on a 3 mm thick Debond panel mounted with screws to a wall. This sign is available in a variety of sizes to meet the requirements of the site. Illumination is available at an additional cost.

The design consists of two individual modules – Bobcat logo and the Dealership name/logo. Standard dimension variants of individual modules are specified in the table below.

B4: BOBCAT DEBOND SIGN (W × H)

2000 × 750 mm	BOD1B01A
4000 × 1500 mm	BOD1B01B
Custom dimensions	BOD1B01C

L4: DEALER DEBOND SIGN (W × H)

2000 × 750 mm	BOD1L01A
4000 × 1500 mm	BOD1L01B
Custom dimensions	BOD1L01C

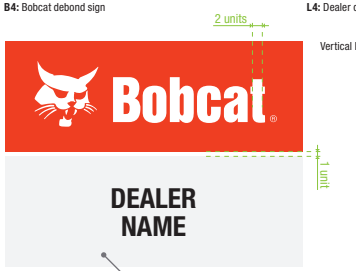
EXAMPLES OF THE SIGNAGE POSITIONS

Gallery

Horizontal layout

B4: Bobcat debond sign

L4: Dealer debond sign

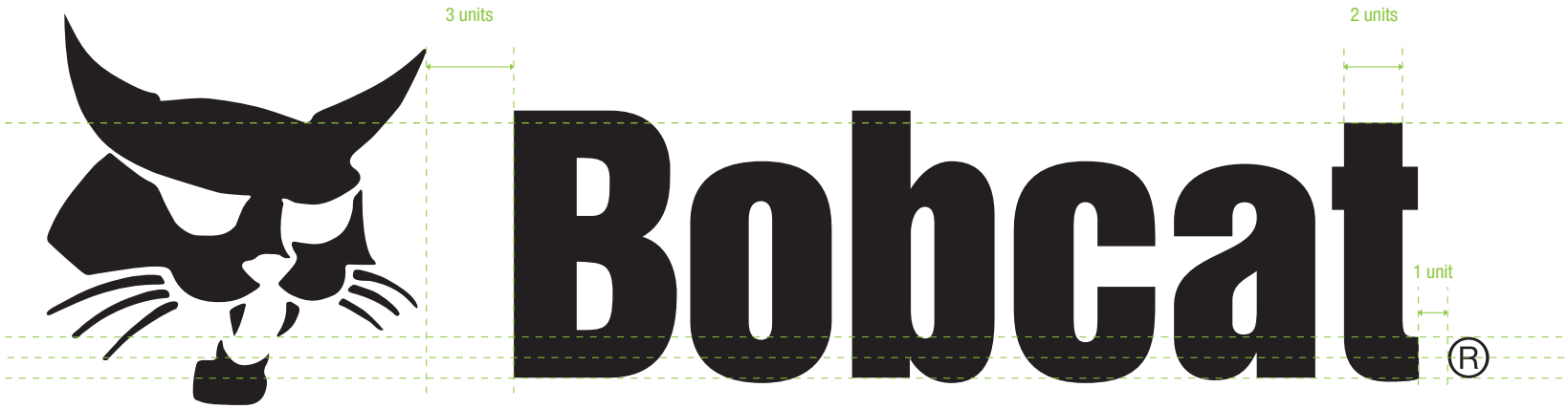


Vertical layout

BOBCAT BRAND

02 Basic Graphic Elements

The Bobcat Trademark Logo and Use of the ® Symbol



The PRIMARY Bobcat Registered Trademark
The Bobcat registered trademark shown here is the primary visual element used to represent the brand. It consists of the Bobcat head icon and Bobcat logotype. It has been created with careful attention to proportions and spacing, and should not be altered in any way. For use on products, refer to the Product Branding document.

What does the registered trademark symbol ® mean?
The ® (commonly referred to as the Circle R) symbol is a warning notice to advise the public that the mark is registered, and use of the ® symbol provides legal benefits. Use of the ® symbol with any unregistered trademark may result in claims of fraud. For more information on use of the ® symbol, see the International Trademark Association website: http://www.inta.org.

Using the Registered Trademark ® Symbol
The ® symbol must always be used with the trademark (but the trademark can contain only one), especially on products, packaging and promotional media. The only exception for the ® symbol exclusion from the trademark are situations where the symbol would be illegible (smaller than 1 mm, e.g. pencils) or deformed (electronic use). If you think you have an exception, contact communications.emea@doosan.com for clarification. Approval is required.

Acceptable Use and Electronic File Acquisition of the Trademark

• Relative dimensions and positioning of the Bobcat head icon combined with trademark symbol

Acceptable Versions of the Registered Trademark
The Bobcat head icon positioned left of the logotype is the primary trademark. This is to be used whenever possible. The Bobcat head icon may not be positioned in any other relation to the logotype (i.e. to the right, above or below).

The Bobcat head trademark by itself may be used when the primary trademark is also shown on products, packaging and communication vehicles.

Where to Access Electronic Bobcat Trademark Files
Always use the files supplied for the trademark to ensure that proper relationships of size, spacing, clarity and typography are maintained. General requirements for resolution are 72 dpi for web/screen and 300 dpi for print materials.

TIF, GIF, JPEG, EPS and WMF files for both trademark versions can be found on the Bobcat Mediahub at **https://mediahub.bobcat.eu/media/**. The latest version of this manual, and other brand identity templates and information, can be found in the **Style Guide subsection of the Mediahub.**

For further assistance, please email **communications.emea@doosan.com**

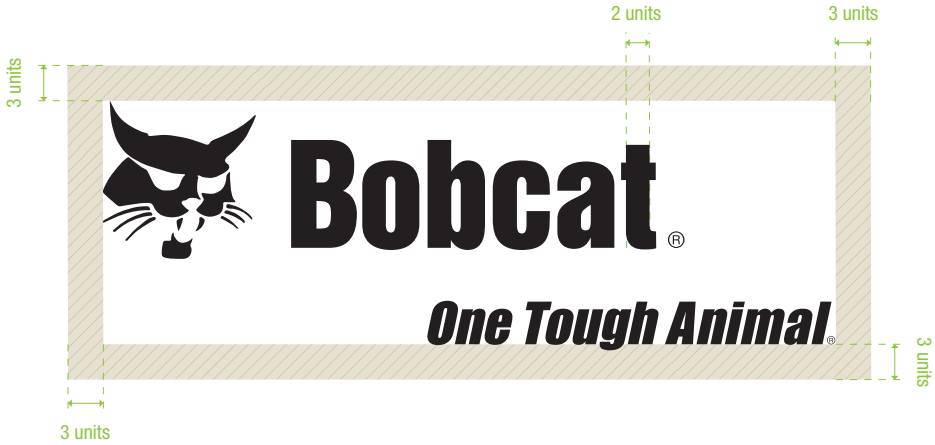
The Bobcat Trademark Logo with Tagline

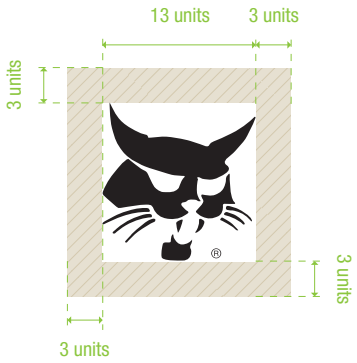
One Tough Animal

This positioning statement visualizes Bobcat equipment as being a unique entity in contrast to all other brands. It's like saying that a particular boxer is "one impressive fighter" or a thoroughbred is "one fine horse." It also implies that a bobcat is a "tough animal" and that, by association, so is the brand of equipment that bears the Bobcat name – there is no other brand like Bobcat when it comes to performance and value. In addition, the statement suggests that Bobcat equipment is durable and dependable because it is designed to handle the most challenging jobs.

Use of the "One Tough Animal" tagline should be limited to appropriate promotional communications. It is recommended to place "One Tough Animal" equal in length to the Bobcat typography in line with the lowercase b. Be sure to maintain the required clear space around the Bobcat logo.

The Bobcat Trademark Minimal Clear Space





Area of Minimum Clearance
The trademark must always be surrounded by a minimum amount of clear space, separating it from other elements, such as graphics, text, etc. This clear area preserves the legibility and visual impact of the trademark. The example shown is the MINIMUM amount of clear space. ADDITIONAL SPACE IS PREFERRED WHEN POSSIBLE.

Minimal Dimensions of the Bobcat Trademark

Minimum dimensions of the Bobcat trademark are specified to maintain optimum readability of individual parts of the brand.

This page defines minimum width of available Bobcat trademark variants for press production as well as for an electronic use (96 DPI) while maintaining the readability of the smallest elements (the registered trademark symbol).

For use in smaller sizes and cases when the ® symbol would have to be omited (e.g. cases when the symbol would render smaller than 1 mm) contact communications.emea@doosan.com for approval.

30 mm / 152 px @ 96 DPI

40 mmm / 191 px @ 96 DPI

40 mm / 186 px @ 96 DPI

50 mm / 228 px @ 96 DPI

Incorrect Use of the Bobcat Trademark

The Bobcat typography may not be used alone.

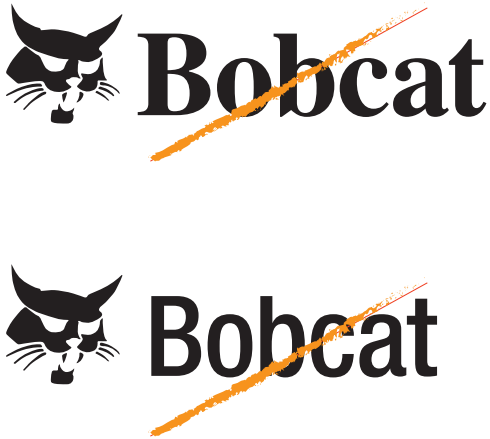
The Bobcat head trademark may not be moved in relation to the Bobcat typography.

The tagline must be equal in length to the Bobcat typography in line with the lowercase b.

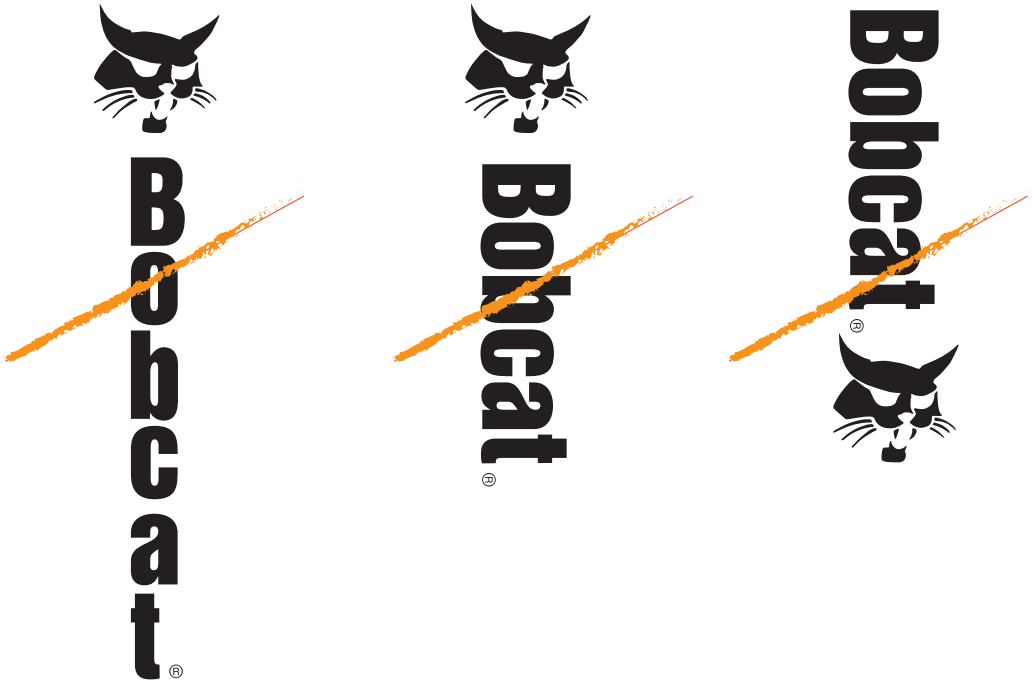
The size of the Bobcat head trademark may not be changed in proportion to the Bobcat typography.

The Bobcat head trademark may not be “flipped” or “mirrored.”

Incorrect Use of the Bobcat Trademark



Never use a substitute type style when portraying the Bobcat trademark. Never substitute a different type style for the Bobcat typography when trying to create the Bobcat trademark. Use only currently approved electronic trademark files supplied by Bobcat.



Stacking the Bobcat Trademark or Rotating Individual Elements The trademark may not be shown in any of the configurations on this page. To be certain the trademark is being used correctly, use only currently approved electronic trademark files supplied by Bobcat.

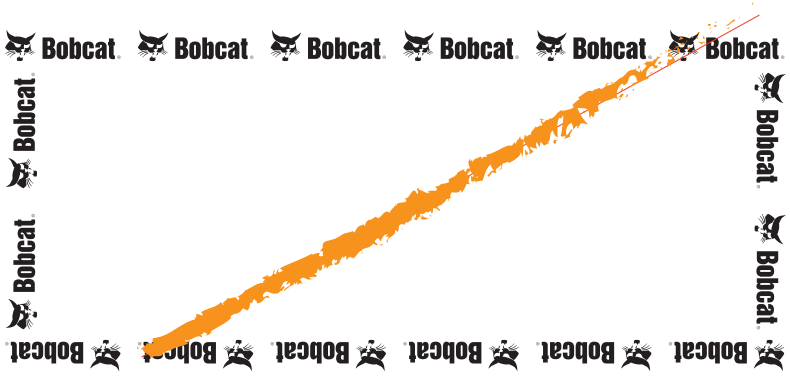
Incorrect Use of the Bobcat Trademark

The Bobcat head trademark may not be “flipped” or “mirrored.”

The trademark may not be shown stretched beyond its normal proportions.

The trademark may not be rotated.

The trademark may not be used in multiples to create another shape. This applies to both acceptable versions of the trademark.



The trademark may not be used in multiples to create another border. This applies to both acceptable versions of the trademark.

Incorrect Use of the Bobcat Trademark

The trademark may not be shown in outline form.

The trademark may not be shown in outline form.

The trademark may not be rendered with a metallic appearance.

The trademark may not be rendered with a pattern, texture or photograph.

The trademark may not include an external drop shadow.

The trademark may not include an internal drop shadow.

Incorrect Use of the Bobcat Trademark

The trademark may not be shown placed over another object.

Another object and/or type may not be placed over/on the trademark or too near the trademark.

The trademark may not be shown as a “cutout” in another object.

Lorem ipsum dolor sit amet. consectetuer adipiscing elit. sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam. quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
Lorem ipsum dolor sit amet. cons ectetuer adipiscing elit. sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam. quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

The trademark may not be subdued with type placed over it.

Color Palette

The color palette is divided into two groups, primary and secondary colors. Primary colors create a dominant combination typical for the Bobcat brand thanks to their unambiguity and strong contrast towards each other. Secondary colors complete the scope for primary colors and grade accents of selected parts of individual graphic elements.

Primary Colors

Bobcat Orange

Black

White

Secondary Colors

Tan

Charcoal Gray

Light Gray

Light Gray A

Light Gray B

Light Gray C

Primary Color Specification

The primary colors for Bobcat packaging, signage and communication materials are “Bobcat Orange,” black and white. Consistent use of these colors will help reinforce the Bobcat brand identity. “Bobcat Orange” is most notably found on the tailgates of Bobcat equipment. When a color specification as shown below cannot be met, an attempt should be made to match the “Bobcat Orange” color as closely as possible.

Bobcat Orange

PRINT MATERIALS

Pantone: 179C / 485U

CMYK: C0 / M90 / Y100 / K0

ELECTRONIC MEDIA

sRGB: R255 / G54 / B0

HEX: #FF3600

PAINT USED IN FACILITY BRANDING

Munsell (H V C): 9.7R 4.56/15.1

NCS: S0580Y80R

Benjamin Moore color preview:
2013-10 OUTRAGEOUS ORANGE

RAL: 2002 VERMILION

Pressure-sensitive vinyl
First raw opaque: Avery A9160-O/Orange
Second raw translucents: 3M 3630-143 Poppy Red

Black

PRINT MATERIALS

Pantone: –

CMYK: C30 / M0 / Y0 / K100

ELECTRONIC MEDIA

sRGB: R0 / G0 / B0

HEX: #000000

PAINT USED IN FACILITY BRANDING

Munsell (H V C): 10YR 2/05

NCS: S 8505-Y20R

Benjamin Moore color preview:
2133-10 ONYX

RAL: 9005 JET BLACK

Pressure-sensitive vinyl
First raw opaque: 3M7725-12 Black
Second raw translucents: 3M 3630-22 Black

White

PRINT MATERIALS

Pantone: –

CMYK: C0 / M0 / Y0 / K0

ELECTRONIC MEDIA

sRGB: R255 / G255 / B255

HEX: #FFFFFF

PAINT USED IN FACILITY BRANDING

Munsell (H V C): N10/

NCS: S 0502-Y

Benjamin Moore color preview:
2132-70 MINERAL ICE

RAL: 9010 PURE WHITE

Pressure-sensitive vinyl: 3M 7725-10 White

Secondary Color Specification

The secondary colors shown below (tan, charcoal gray and light gray) have been selected as complementary colors for packaging and communication materials only. They may be used in multi-color communication pieces where additional graphic elements are used. The Bobcat registered trademark is NOT to be reproduced using the secondary colors.

Tan

PRINT MATERIALS

Pantone: 7528C / 7528U

CMYK: C0 / M3 / Y3 / K10

ELECTRONIC MEDIA

sRGB: R201 / G196 / B189

HEX: #C9C4BD

PAINT USED IN FACILITY BRANDING

Munsell (H V C): 7.5YR 8/1

NCS: S 1515-Y40R

Benjamin Moore color preview:
2162-50 ARIZONA TAN

RAL: 7044 SILK GRAY (CLOSEST)

Pressure-sensitive vinyl
First raw opaque: 3M 7725-11 Pearl Gray
Second raw translucents: 3M 3630-149 Beige

Charcoal Gray A

PRINT MATERIALS

Pantone: 432C / Pantone 7528 CU

CMYK: C23 / M2 / Y0 / K77

ELECTRONIC MEDIA

sRGB: R55 / G62 / B66

HEX: #373E42

PAINT USED IN FACILITY BRANDING

Munsell (H V C): 10B 3/1

NCS: S 8000-N

Benjamin Moore color preview:
2124-10 WROUGHT IRON

RAL: 7026 GRANITE GRAY

Pressure-sensitive vinyl
First raw opaque: 180C-41 Dark Gray (solid)
Second raw translucents: 3M 3630-61 Slate Gray

Charcoal Gray B

PRINT MATERIALS

Pantone: 430C / 430U

CMYK: C20 / M9 / Y10 / K45

ELECTRONIC MEDIA

sRGB: R140 / G147 / B150

HEX: #8C9396

Secondary Color Specification

Light Gray A

PRINT MATERIALS

Pantone: 429C / 429U

CMYK: C20 / M11 / Y10 / K21

ELECTRONIC MEDIA

sRGB: R180 / G186 / B191

HEX: #B4BABF

PAINT USED IN FACILITY BRANDING

Munsell (H V C): 7.5B 7/1

NCS: S 3005-R80B

Benjamin Moore color preview:
2134-50 GULL WING GRAY

RAL: 7040 WINDOW GRAY

Pressure-sensitive vinyl
First raw opaque: 180C-31 Medium Gray (solid)
Second raw translucents: 3M 3630-51 Silver Gray

Light Gray B

PRINT MATERIALS

Pantone: 427C / 427U

CMYK: C3 / M0 / Y0 / K13

ELECTRONIC MEDIA

sRGB: R226 / G229 / B231

HEX: #E2E5E7

Light Gray C

PRINT MATERIALS

Pantone: Cool Gray 1C / Cool Gray 1U

CMYK: C0 / M0 / Y2 / K8

ELECTRONIC MEDIA

sRGB: R237 / G239 / B240

HEX: #EDEFF0

Correct and Incorrect Use of Color for the Bobcat Trademark

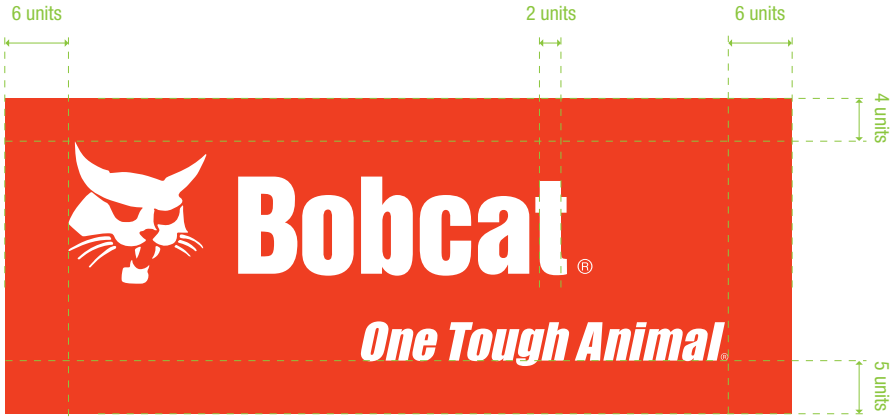
Correct Use of Color
The preferred color combinations for the Bobcat trademark are white on “Bobcat Orange” or black on white.

Third option that puts white logo on black background should be used only in specific cases (merchandising, facility branding, etc.).

In case of question, please contact communication.emea@doosan.com for approval.

Correct Use of the Bobcat Logo with the Tagline

Bobcat®
One Tough Animal®

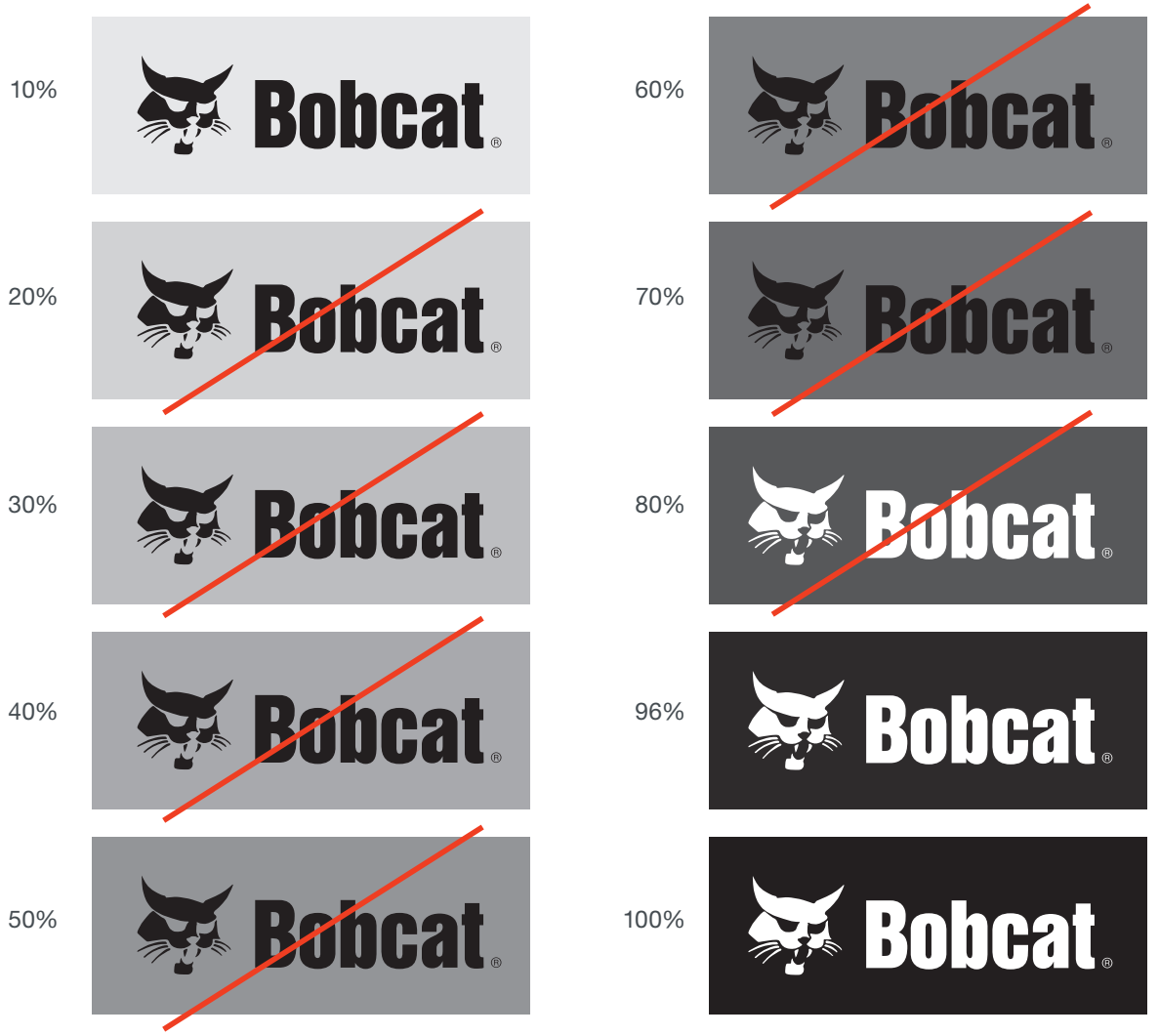


Color of tagline always must be the same as the color of the logo.

Correct and Incorrect Usage of the Bobcat Trademark on the Grey Background

Maximum total area color coverage under the black Bobcat Trademark is 10%.

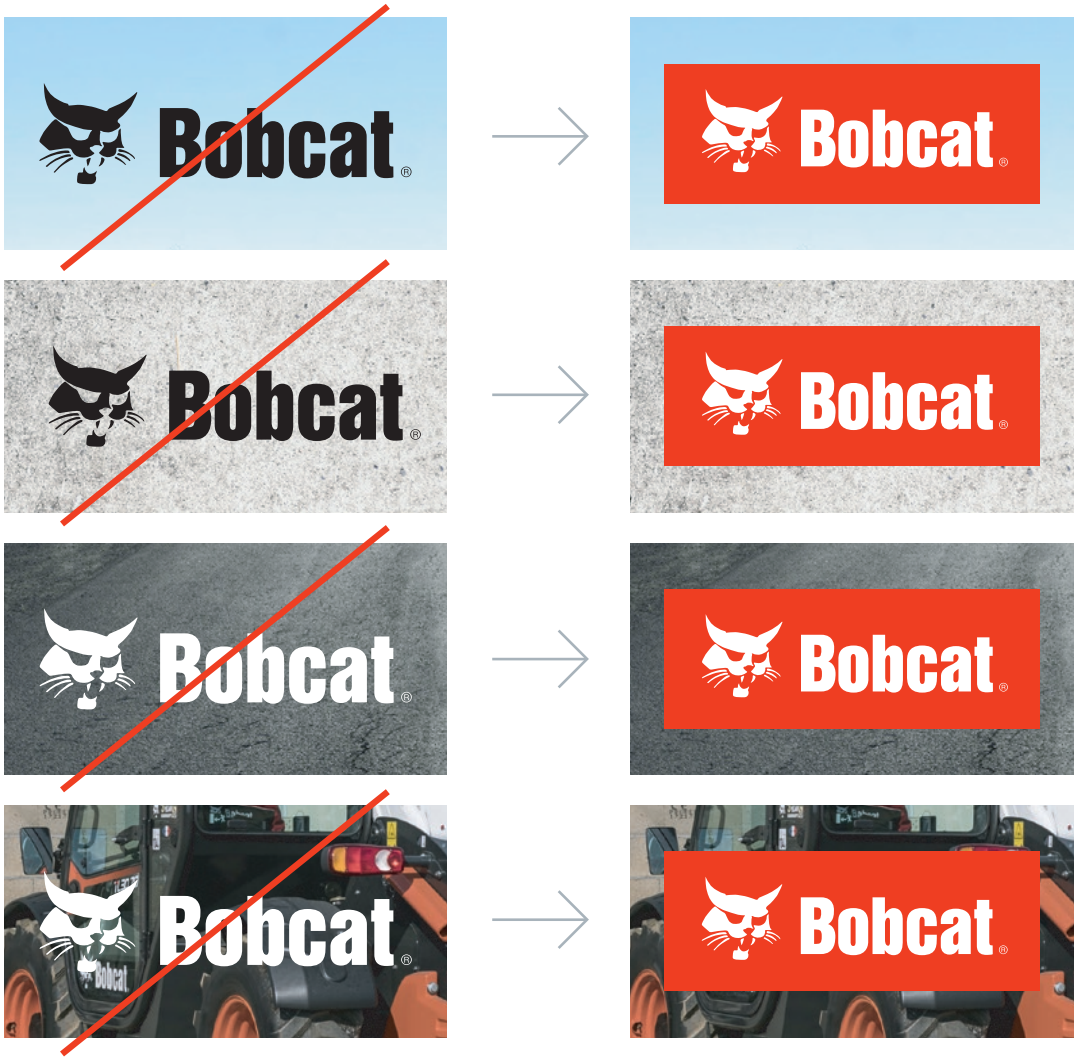
Minimum value for white variation of Bobcat Trademark is 96% of total area coverage.



Correct and Incorrect Usage of Bobcat Trademark placed on Photos, Gradients and Coloured Areas

Maximum total area coverage of the colors under the black Bobcat Trademark is only 10% (as mentioned on previous page).

For higher values use white Trademark on “Bobcat Orange” background as shown here.



Standalone/Supplementary Bobcat Graphic Elements

Negative variant of Bobcat Scratches

Bobcat Scratches

In association with the “One Tough Animal” tagline, a supplementary element of Bobcat Scratches can be used to emphasize the strength of the brand and Bobcat products. Bobcat Scratches are recommended as a decorative element only to support the brand presence.

The primary color of the element is Bobcat orange against a white background. A negative (white) variant can be used where necessary. Be sure to never combine the Bobcat trademark with the scratches element and maintain the required clear space around the Bobcat logo.

Standalone/Supplementary Bobcat Graphic Elements

Genuine Parts stamp

Negative variant of Genuine Parts stamp

Bobcat Track/Paws

Another Elements

To emphasize the toughness of Bobcat machines, the character of the brand or to make a strong statement (for example with a signature or stamp), we have also created a few additional graphic elements. Although not official or registered, they may be used too in the condition that the visual/materials would not be over-branded. **Maximum of Bobcat graphic elements is two per visual (including the logo).**

Additional Bobcat Services' Trademarks – Protection Plus® & BobCARE

Protection Plus® Extended Warranty is a customer tool that aids in managing risk exposure and controlling repair expenses

BobCARE PM is a service and maintenance care insurance.

Bobcat PROTECTION PLUS® Extended Warranty

BobCARE PM℠ PLANNED MAINTENANCE

Minimum Clearance Area of the Protection Plus® and BobCARE trademarks

Clear space definition for **Protection Plus®** logo

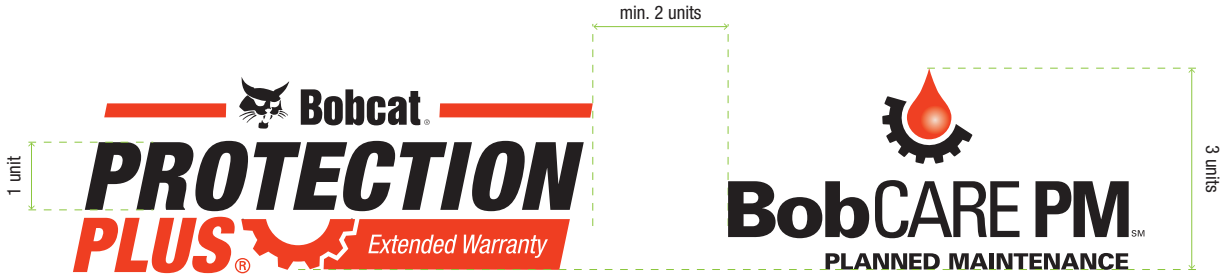
Clear space definition for **BobCARE** logo

Area of Minimum Clearance

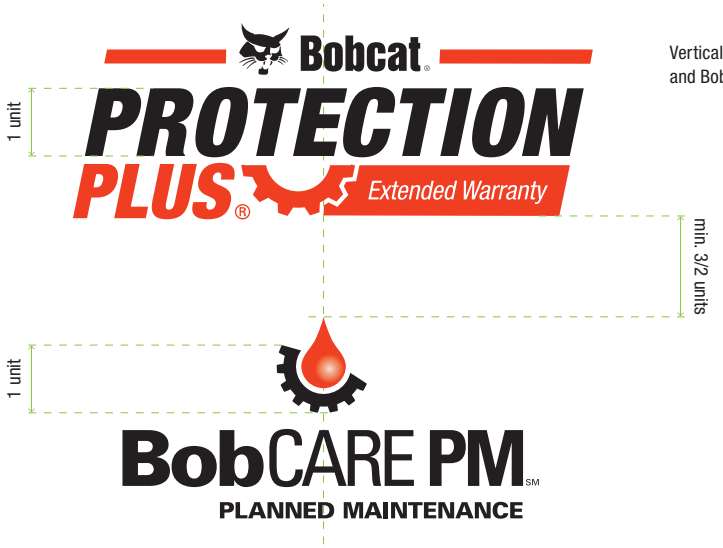
Both trademarks must always be surrounded with a minimum amount of clear space, separating it from other elements, such as graphics, text, etc. This clear area preserves the legibility and visual impact of the trademark. The example shown is the MINIMUM amount of clear space. ADDITIONAL SPACE IS PREFERRED WHEN POSSIBLE.

Position of the Protection Plus® and BobCARE trademarks

Protection Plus® and BobCARE trademarks can be placed in a common space in both, horizontal and vertical layouts. For combination of trademarks a minimum recommended distance must be observed.



Horizontal combination of Protection Plus® and BobCARE trademarks



Vertical combination of Protection Plus® and BobCARE trademarks

Minimal Dimensions of the Protection Plus® and BobCARE trademarks

Minimum width of the Protection Plus® Trademark is 140 px for electronic applications in 96 dpi resolution. For the same conditions the minimum width of the BobCARE trademark is 100 px.

Minimum width of the Protection Plus® Trademark is 30 mm for print applications in 300 dpi resolution. For the same conditions the minimum width of the BobCARE trademark is 25 mm.

The minimum dimensions are specified to maintain optimum readability of individual parts of the trademark.

minimum 140 px

minimum 100 px

Minimum dimensions for electronic application

minimum 30 mm

minimum 25 mm

Minimum dimensions for print application

Print and Web Typography

The effectiveness of a visual identity system relies on maintaining standards for all typography with few type families used. The Helvetica typeface family is the primary font for all **corporate print communications, such as stationery, business cards and press releases.**

Helvetica is a neutral typeface that has great clarity and design detail. It was designed specifically not to give an impression or have any inherent meaning. And because of this, it is very adaptable to use for print communications. This typeface also supports the extended character sets needed to set copy in the Central and Western European languages as well as Greek and Cyrillic. Helvetica is available in a wide variety of widths and weights and offers flexibility in setting heading and subheading styles as required.

The Helvetica fonts is also selected for the use on the Bobcat website.

Helvetica Neue LT Pro 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue LT Pro 46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue LT Pro 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue LT Pro 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Print and Web Typography

Helvetica Neue LT Pro 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue LT Pro 76 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue LT Pro 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue LT Pro 86 Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Print and Web Typography

Helvetica Neue LT Pro 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue LT Pro 47 Light Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue LT Pro 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue LT Pro 57 Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Print and Web Typography

Helvetica Neue LT Pro 77 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue LT Pro 77 Bold Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue LT Pro 87 Heavy Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue LT Pro 87 Heavy Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Electronic Typography for Daily Use

A number of alternative typefaces to Helvetica have been selected among those readily distributed in recent Windows operating systems, Microsoft Office products and part of the web core fonts. For electronic copy, Arial is the preferred font for body copy while Impact is used for headlines. Please note that these fonts should be used only for electronic materials such as Word processed documents, PowerPoint presentations and e-mails or for use on the web. They should not be used instead of Helvetica in corporate communications.

Impact

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Electronic Typography for Daily Use

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Narrow Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Narrow Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

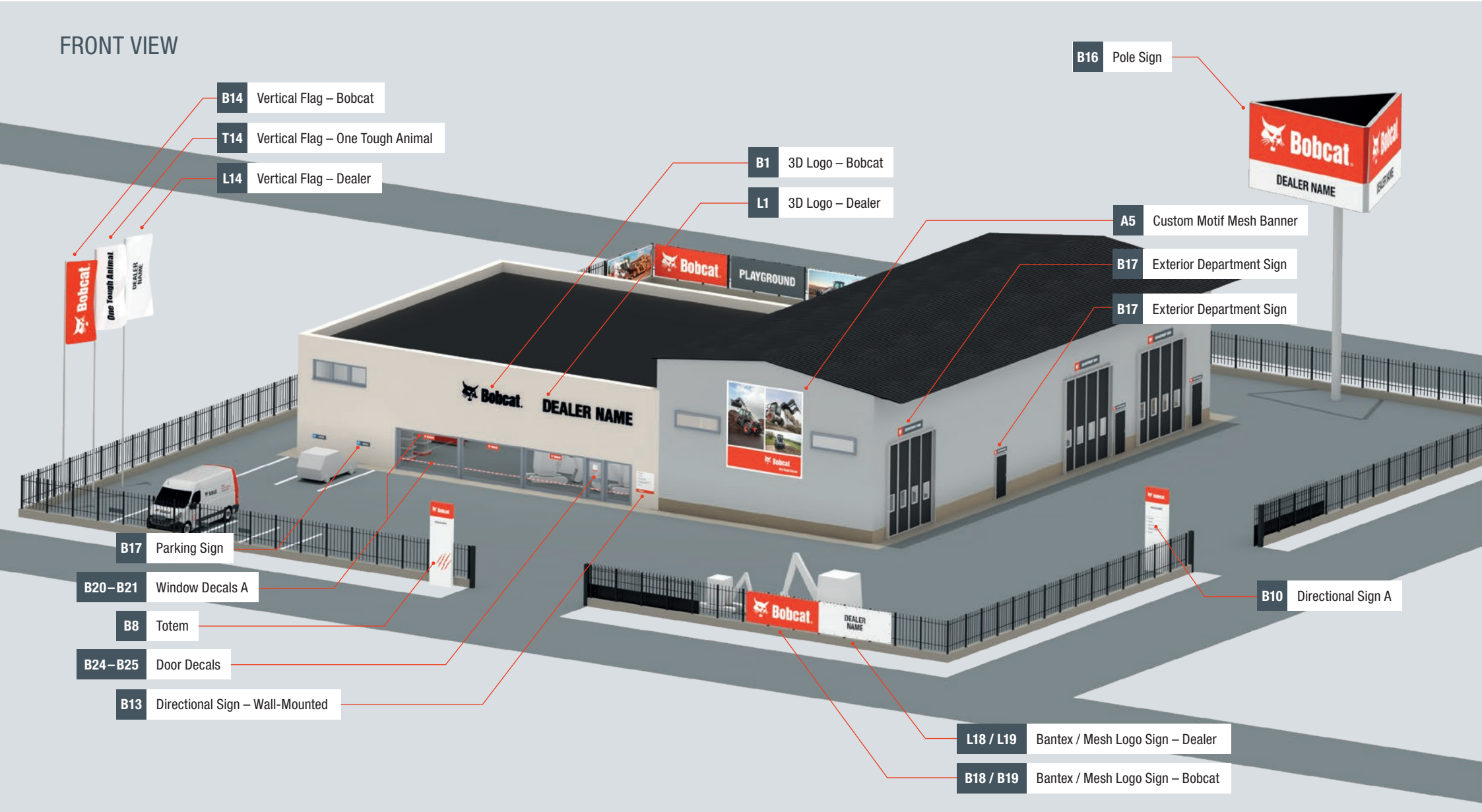
APPLICATIONS

03 Exclusive Dealer Signage

Exterior Exclusive Elements

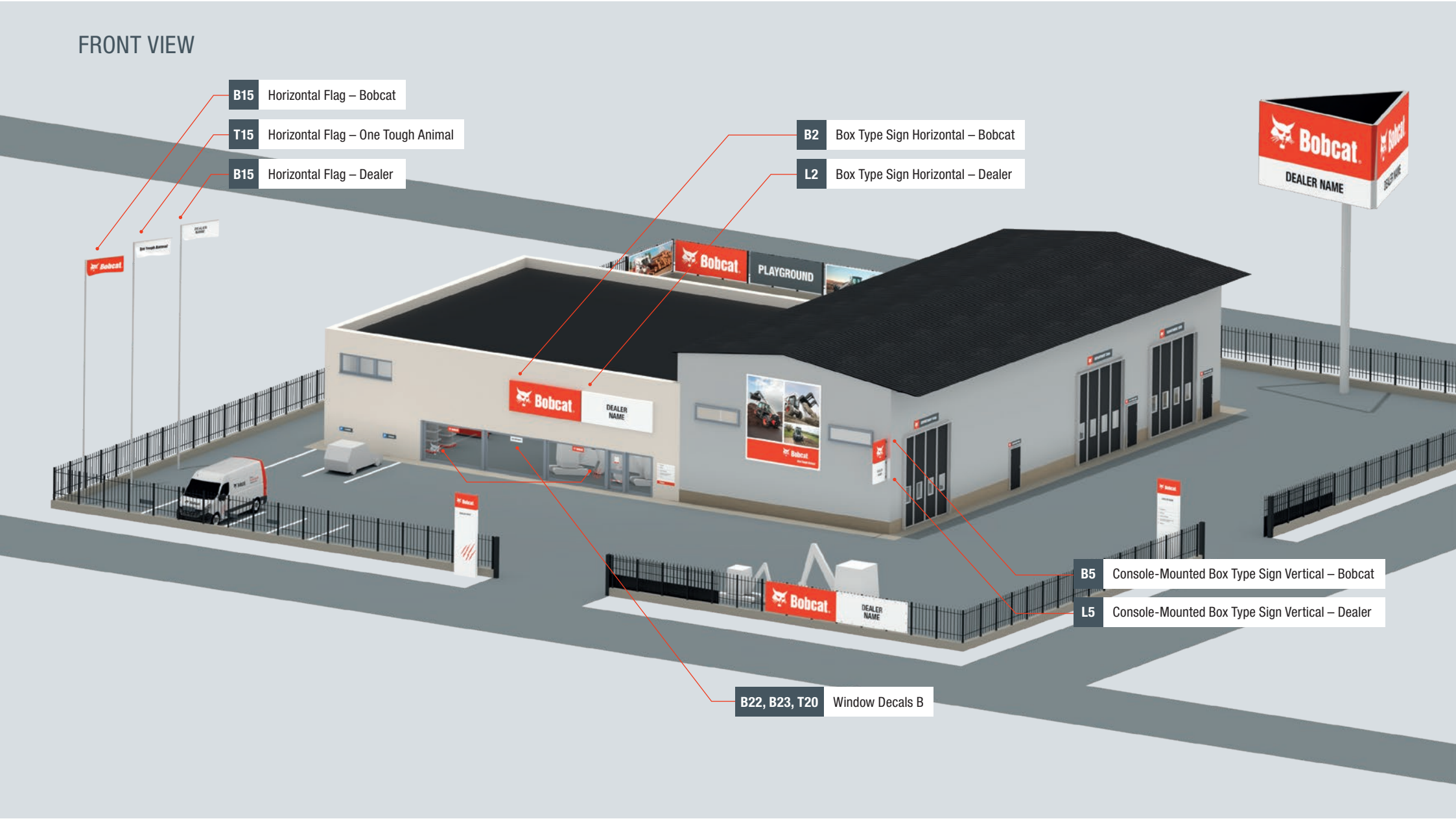
Overview of Exterior Elements (3D)

FRONT VIEW



Overview of Exterior Elements (3D) – Alternative Signage

FRONT VIEW



Overview of Exterior Elements (3D)

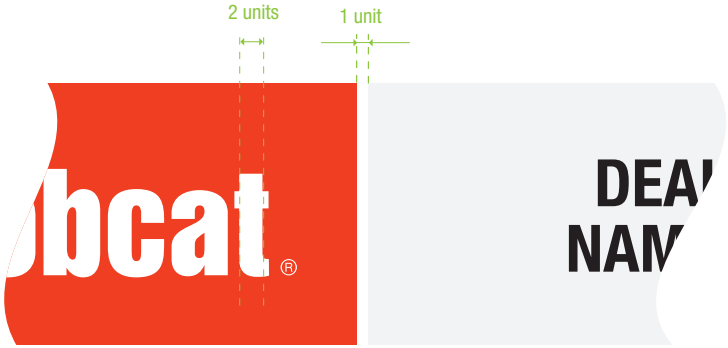
REAR VIEW

List of Exterior Exclusive Elements

ELEMENT NAME		PAGE
B1	3D Logo Sign – Bobcat	51
L1	3D Logo Sign – Dealer	51
B2	Box Type Sign Horizontal – Bobcat	52
L2	Box Type Sign Horizontal – Dealer	52
B3	Flex Face Sign – Bobcat	53
L3	Flex Face Sign – Dealer	53
B4	Debond Sign – Bobcat	54
L4	Debond Sign – Dealer	54
B5	Console-Mounted Box Type Sign Vertical – Bobcat	55
L5	Console-Mounted Box Type Sign Vertical – Dealer	55
B6	Entrance Sign (Flex Face) – Bobcat	56
L6	Entrance Sign (Flex Face) – Dealer	56
B7	Entrance Sign (Debond) – Bobcat	57
L7	Entrance Sign (Debond) – Dealer	57
B8	Totem – non-illuminated	58
B9	Totem – illuminated	59
B10	Directional Sign A	60
B11	Directional Sign B	61
B12	Directional Sign C	62
B13	Directional Sign – Wall-Mounted	63

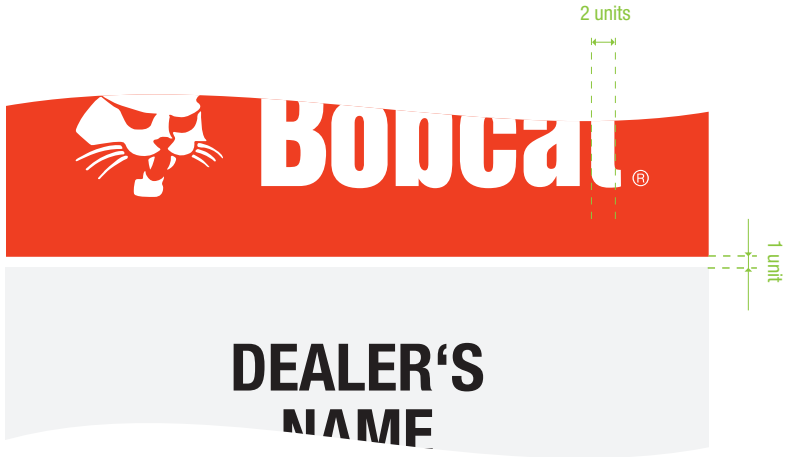
ELEMENT NAME		PAGE
B14	Vertical Flag – Bobcat	64
T14	Vertical Flag – One Tough Animal	64
L14	Vertical Flag – Dealer	64
B15	Horizontal Flag – Bobcat	65
T15	Horizontal Flag – One Tough Animal	65
L15	Horizontal Flag – Dealer	65
B16	Pole Sign	51
B17	Department Sign	67
B18	Bantex Sign – Bobcat	68
L18	Bantex Sign – Dealer	68
B19	Mesh Sign – Bobcat	69
L19	Mesh Sign – Dealer	69
B20	Window Sticker: Bobcat	70
T20	Window Sticker: “One Tough Animal”	71
B21	Window Sticker: Strip	70
B22	Window Decal: Bobcat’s head	71
B23	Window Decal: Scratches	71
B24	Door Sticker: Push/Pull	72
B25	Opening Hours Sign	72

Bobcat Logo Sign Geometry Construction



An exterior Bobcat logo flex face PVC fabric sign. This has a powder-coated aluminum frame that matches the color of the Bobcat logo. This sign is available in a variety of sizes to meet the requirements of the site. Illumination is available at an additional cost.

Geometric construction defines the minimum distance between the Bobcat logo and the edges of the flex face sign.



B1
L1

3D Logo Sign

An exterior 3D Bobcat logo (black variant) in various sizes with optional illumination. The Bobcat module consists of individual components that are mounted separately. The minimum height of the Bobcat module is 550 mm.

The design consists of two individual modules – the Bobcat logo and the dealership name/logo. Dimension variants of individual modules are specified in the table below.

Full illumination is available for Bobcat modules longer than 3000 mm. Shorter modules can be illuminated with back lighting only, otherwise a box type sign must be used.

B1: BOBCAT 3D LOGO SIGN (w × h)

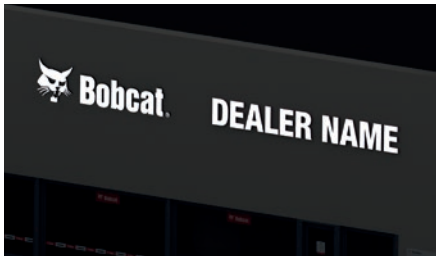
2000 × 550 mm	**B0D1B05A**
Custom dimensions	**B0D1B05B**

L1: DEALER 3D LOGO SIGN (w × h)

Height 550 mm	**B0D1L05A**
Custom dimensions	**B0D1L05B**

EXAMPLES OF THE SIGNAGE POSITIONS AND TYPES OF ILLUMINATION

Gallery



Illuminated Bobcat 3D logo

Backlit variant of Bobcat 3D logo

Minimum distance between the Bobcat logo and the dealer name

B1: Bobcat 3D logo sign

L1: Dealer 3D logo sign

B2
L2

Box Type Sign – Horizontal

An exterior Bobcat logo made of translucent foil on an illumination box. This sign is available in a variety of sizes to meet the requirements of the site.

The design consists of two individual modules – the Bobcat logo and the dealership name/logo. Standard dimension variants of individual modules are specified in the table below.

B2: BOBCAT BOX TYPE SIGN (w × h)

2000 × 750 mm	BOD1B03A
4000 × 1500 mm	BOD1B03B
Custom dimensions	BOD1B03C

L2: DEALER BOX TYPE SIGN (w × h)

2000 × 750 mm	BOD1L03A
4000 × 1500 mm	BOD1L03B
Custom dimensions	BOD1L03C

EXAMPLES OF THE SIGNAGE POSITIONS

Gallery

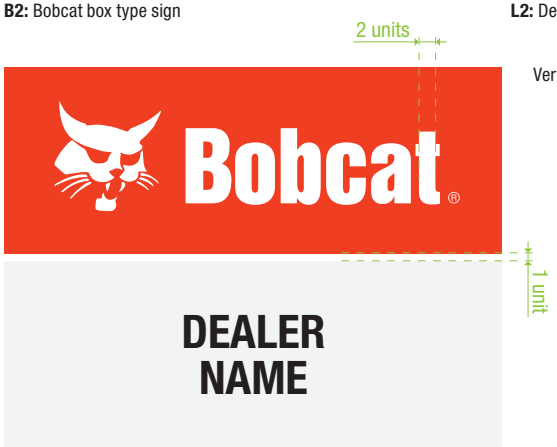
Gallery

Illuminated box type signage

B2: Bobcat box type sign

L2: Dealer box type sign

Horizontal layout



Vertical layout

B3
L3

Flex Face Sign

An exterior Bobcat logo printed on a flex face sign mounted on an aluminum frame. This sign is available in a variety of sizes to meet the requirements of the site. Illumination is available at an additional cost.

The design consists of two individual modules – the Bobcat logo and the Dealership name/ logo. Standard dimension variants of individual modules are specified in the table below.

B3: BOBCAT FLEX FACE SIGN (w × h)

4000 × 1500 mm	BOD1B02A
Custom dimensions	BOD1B02B

L3: DEALER FLEX FACE SIGN (w × h)

4000 × 1500 mm	BOD1L02A
Custom dimensions	BOD1L02B

EXAMPLES OF THE SIGNAGE POSITIONS

Gallery

Gallery

Illuminated flex face type signage

B3: Bobcat Flex Face Sign

L3: Dealer Flex Face Sign

Horizontal layout

Vertical layout

B4
L4

Debond Sign

An exterior Bobcat logo printed on a 3 mm thick debond panel mounted with screws to a wall. This sign is available in a variety of sizes to meet the requirements of the site. Illumination is available at an additional cost.

The design consists of two individual modules – the Bobcat logo and the Dealership name/ logo. Standard dimension variants of individual modules are specified in the table below.

B4: BOBCAT DEBOND SIGN (w × h)

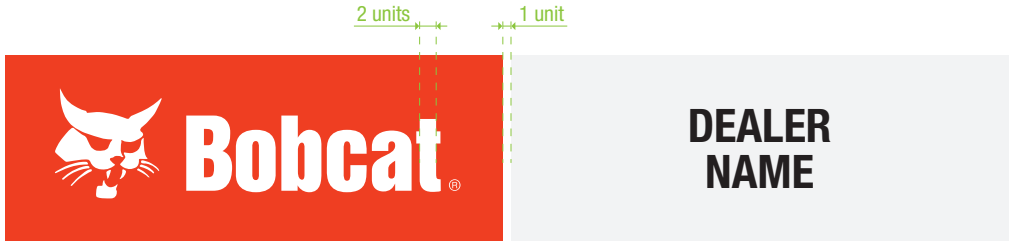
2000 × 750 mm	BOD1B01A
4000 × 1500 mm	BOD1B01B
Custom dimensions	BOD1B01C

L4: DEALER DEBOND SIGN (w × h)

2000 × 750 mm	BOD1L01A
4000 × 1500 mm	BOD1L01B
Custom dimensions	BOD1L01C

EXAMPLES OF THE SIGNAGE POSITIONS

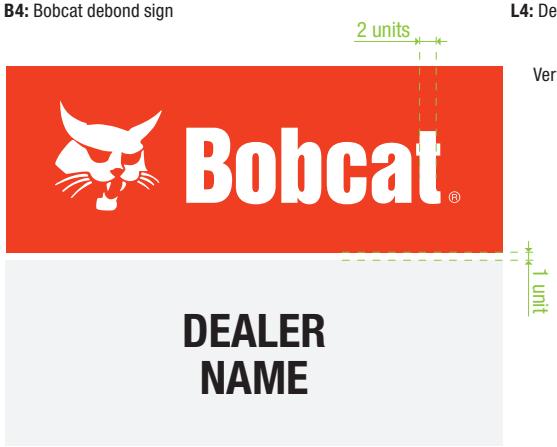
Gallery



Horizontal layout

B4: Bobcat debond sign

L4: Dealer debond sign



Vertical layout

Console-Mounted Box Type Sign Vertical

B5
L5

An exterior Bobcat logo made of translucent foil on an illumination box. This sign is recommended for sites with only limited space available.

The box sign can be mounted to a wall either directly (similar to Box Type Sign Horizontal) or using console supports.

Maximum width of this sign is 1000 mm.

The design consists of two individual modules – the Bobcat logo and the dealership name/logo. Dimension variants of individual modules are specified in the table below.

B5: BOBCAT CONSOLE (w × h)

1000 × 1000 mm	B0D1B04A
Custom dimensions	B0D1B04B

L5: DEALER CONSOLE (w × h)

1000 × 1000 mm	B0D1L04A
Custom dimensions	B0D1L04C

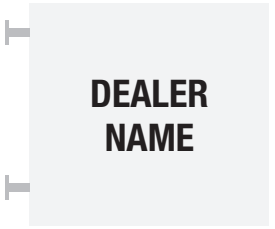
EXAMPLES OF THE SIGNAGE POSITION

Illuminated console-mounted vertical box type sign position

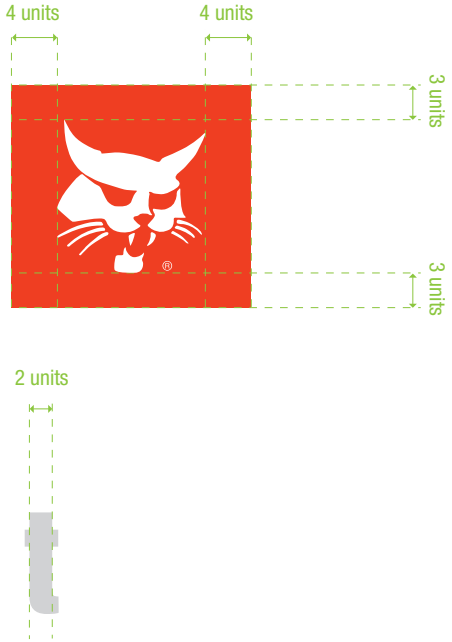
Gallery

Vertical box type sign with console layout

B5: Bobcat console



L5: Dealer console



B6
L6

Entrance Sign (Flex Face)

An exterior Bobcat logo printed on a flex face fabric on an aluminum frame. This sign is available in a variety of sizes to meet the requirements of the site.

The design consists of two individual modules – the Bobcat logo and the dealership name/logo. Dimension variants of individual modules are specified in the table below.

Use of an entrance sign depends heavily on the position of the main signage and the current situation on the premises should be taken into account to prevent too close a proximity of the two signage types.

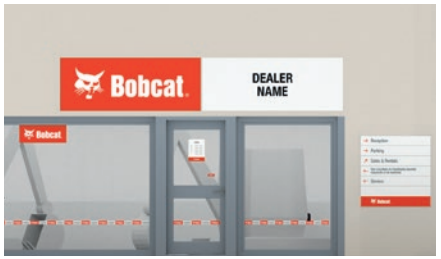
B6: BOBCAT ENTRANCE SIGN (FLEX FACE) (w × h)

4000 × 1500 mm	BOD1B08A
Custom dimensions	BOD1B08B

L6: DEALER ENTRANCE SIGN (FLEX FACE) (w × h)

4000 × 1500 mm	BOD1L08A
Custom dimensions	BOD1L08B

EXAMPLES OF THE SIGNAGE POSITIONS



Horizontal entrance sign on a building

Vertical entrance sign on a building

B6: Bobcat entrance sign (flex face)

L6: Dealer entrance sign (flex Face)

Horizontal entrance sign layout

Vertical entrance sign layout

Entrance Sign (Debond)

B7
L7

An exterior Bobcat logo printed on a 3 mm thick debond panel. This sign is available in a variety of sizes to meet the requirements of the site.

The design consists of two individual modules – the Bobcat logo and the dealership name/logo. Dimension variants of individual modules are specified in the table below.

Use of an entrance sign depends heavily on the position of the main signage and the current situation on the premises should be taken into account to prevent too close a proximity of the two signage types.

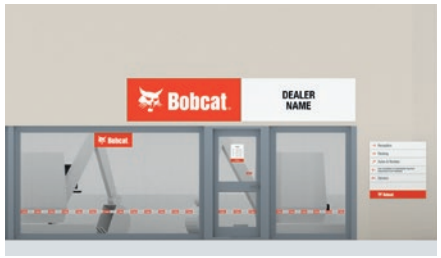
B7: BOBCAT ENTRANCE SIGN (DEBOND) (w × h)

2000 × 750 mm	BOD1B09A
4000 × 1500 mm	BOD1B09B
Custom dimensions	BOD1B09C

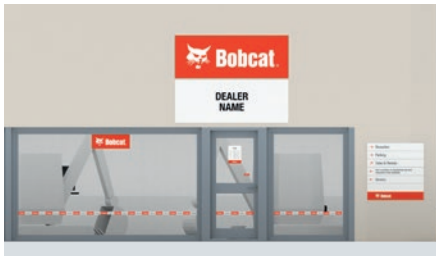
L7: DEALER ENTRANCE SIGN (DEBOND) (w × h)

2000 × 750 mm	BOD1L09A
4000 × 1500 mm	BOD1L09B
Custom dimensions	BOD1L09C

EXAMPLES OF THE SIGNAGE POSITIONS



Horizontal Entrance Sign on a building



Vertical Entrance Sign on a building

Gallery

B7: Bobcat entrance sign (debond)

L7: Dealer entrance sign (debond)

Horizontal entrance sign layout

Vertical entrance sign layout

B8 Totem

Exterior totem consisting of a metal frame, a debond plate and a printed foil with Bobcat branding attached to an opal (dim) plexiglass.

The totem serves as a site designation that is visible from a distance and under different light conditions.

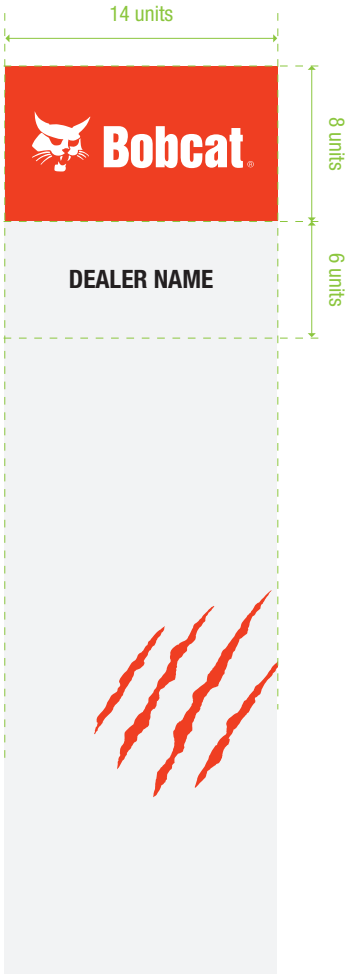
The totem's construction is universal and allows for self-illumination by default. Economical option without the illumination is available too.

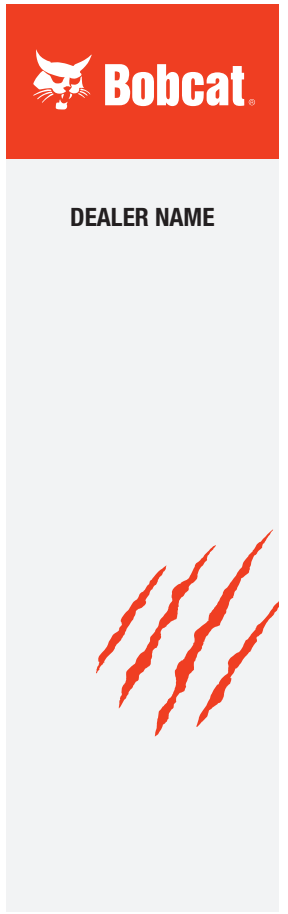
The price does not include any on-site installation preparation or installation itself.

B8: TOTEM – NON-ILLUMINATED (w × h × d)

1200 × 4000 × 185 mm	B0D1B18A

EXAMPLE OF THE TOTEM POSITION





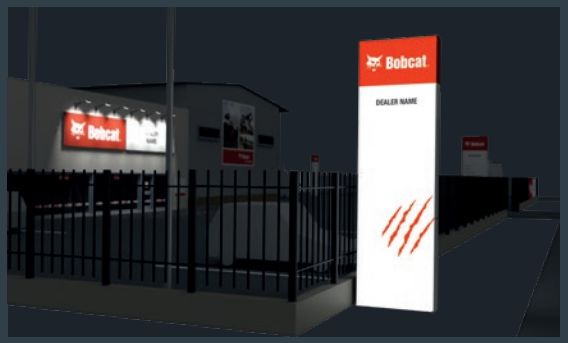
Totem – illuminated

Example of the illuminated totem during the night. The totem is evenly illuminated thanks to a sufficient amount of light sources and the light dispersion properties of the opal plexiglass.

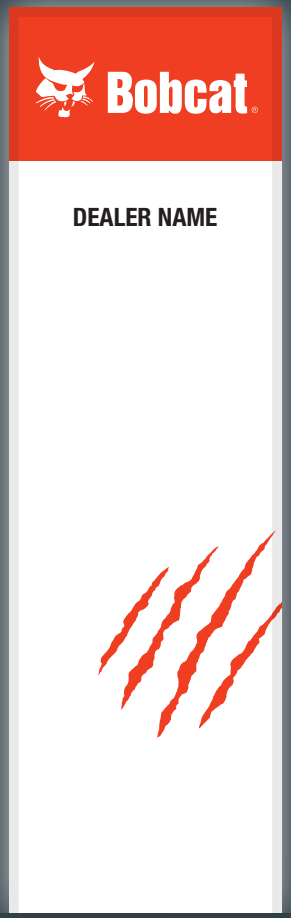
The price does not include any on-site installation preparation or installation itself.

B9: TOTEM – ILLUMINATED (w × h × d)	
1200 × 4000 × 185 mm	BOD1B18B

EXAMPLE OF THE ILLUMINATED TOTEM



Example of illumination of totem made of bent plexiglass



Example of illumination of totem

B10 Directional Sign A

Exterior variant of the totem consisting of a metal frame, a debond plate and a printed foil with Bobcat branding attached to an opal (dim) plexiglass. Intended as an orientation system within the premises.

The construction is universal and allows for self-illumination by default. An economical option without the illumination is also available.

The price does not include any on-site installation preparation or installation itself.

B10: DIRECTIONAL SIGN A (w × h)

1200 × 4000 mm	non-illuminated	BOD1B20B
1200 × 4000 mm	illuminated	BOD1B20D

EXAMPLE OF THE SIGNAGE POSITION

Directional Sign B

B11

Exterior variant of the totem consisting of a metal frame, a debond plate and a printed foil with Bobcat branding attached to an opal (dim) plexiglass. Intended as an orientation system within the premises.

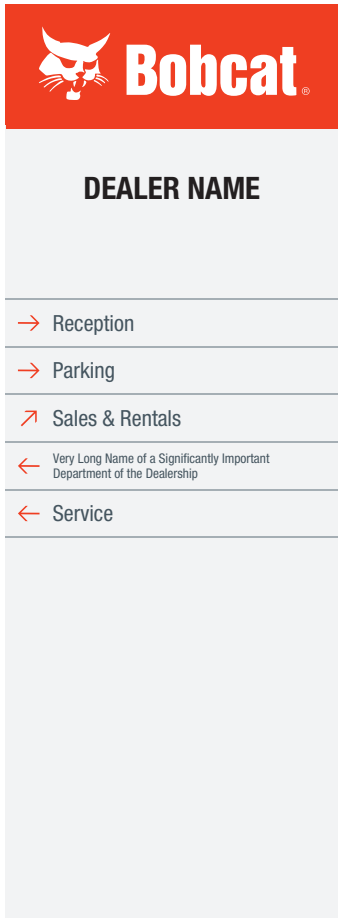
The construction is universal and allows for self-illumination by default. An economical option without the illumination is also available.

The price does not include any on-site installation preparation or installation itself.

B11: DIRECTIONAL SIGN B (w × h)

1000 × 2750 mm	non-illuminated	B0D1B21B
1000 × 2750 mm	illuminated	B0D1B21D

EXAMPLE OF THE SIGNAGE POSITION



B12 Directional Sign C

Exterior variant of the totem consisting of a metal frame, a debond plate and a printed foil with Bobcat branding attached to an opal (dim) plexiglass. Intended as an orientation system within the premises.

The construction is universal and allows for self-illumination by default. An economical option without the illumination is also available.

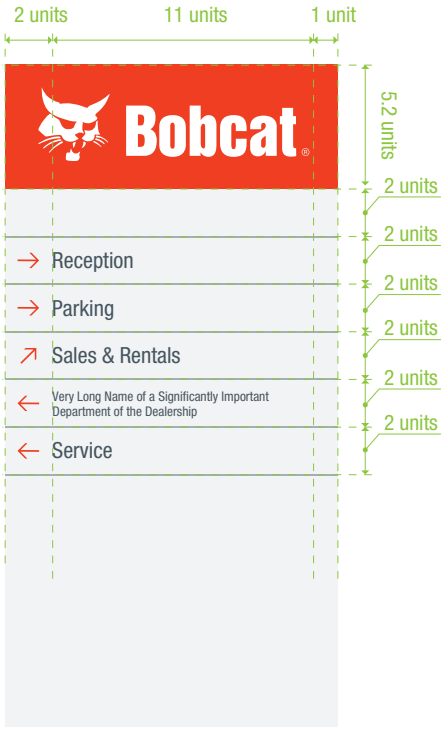
The price does not include any on-site installation preparation or installation itself.

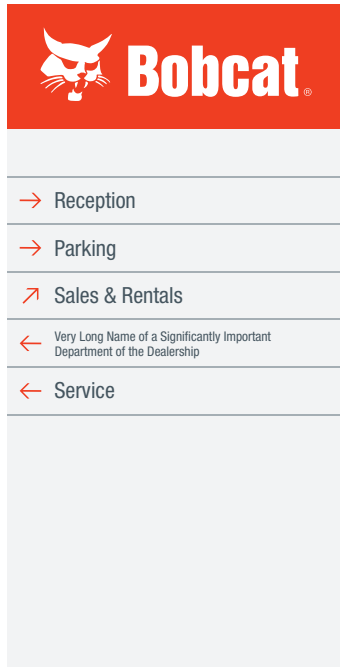
B12: DIRECTIONAL SIGN C (w × h)

1000 × 2000 mm	non-illuminated	**B0D1B22B**
1000 × 2000 mm	illuminated	**B0D1B22D**
Custom height*	non-illuminated	**B0D1B22F**
Custom height*	illuminated	**B0D1B22H**

*custom height up to 2 m

EXAMPLE OF THE SIGNAGE POSITION





Directional Sign – Wall-Mounted

B13

A wall-mounted directional sign printed on a 3 mm thick debond panel.

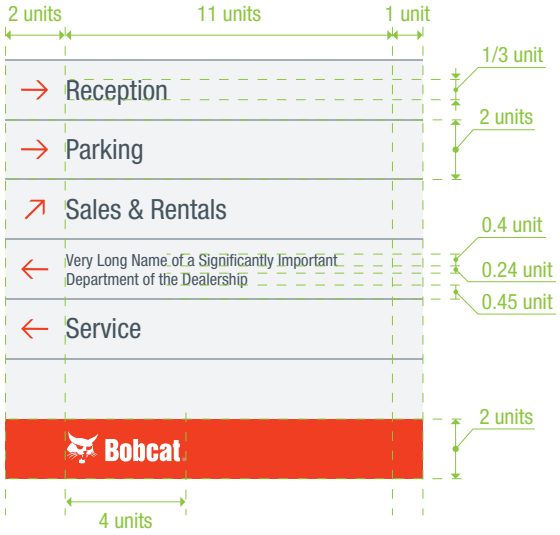
Dimensions can be customized (scaled proportionally) according to available space, with a minimum recommended width of 600 mm.

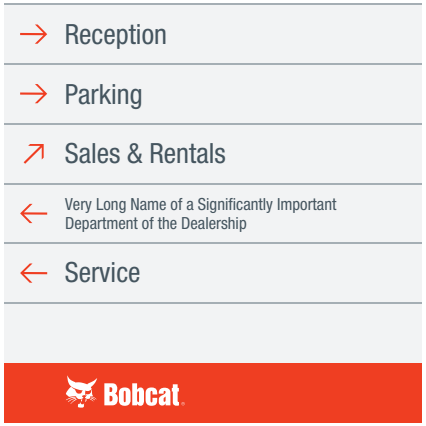
B13: WALL-MOUNTED DIRECTIONAL SIGN (w × h)

1000 × 1000 mm	BOD1B19C
Custom dimensions	BOD1B19D

EXAMPLE OF THE SIGNAGE POSITION

Gallery





B14
L14
T14

Vertical Flags

A Bobcat / “One Tough Animal” / Dealer branded fabric vertical flag, hung from a horizontal arm to ensure the logo is always visible.

The flag and pole components are sold separately.

B14: BOBCAT VERTICAL FLAG (w × h)

800 × 2000 mm	BOD1B99A

L14: DEALER VERTICAL FLAG (w × h)

800 × 2000 mm	MULTID1B99A

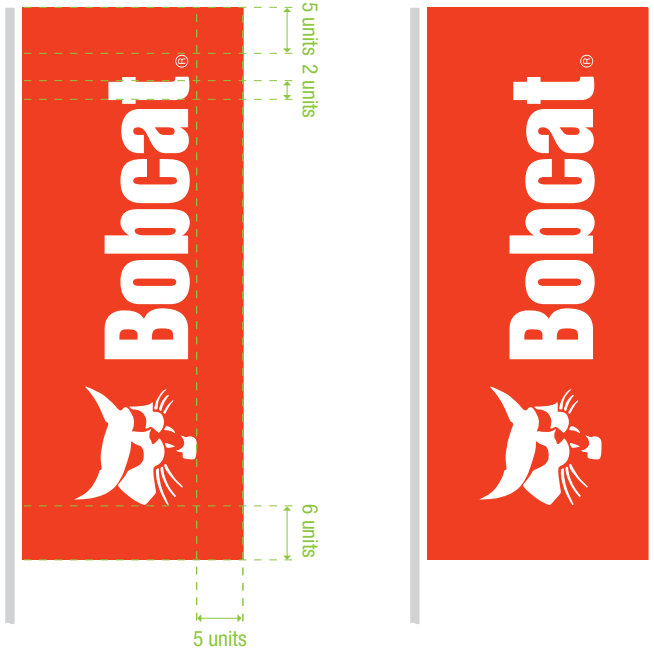
T14: ONE TOUGH ANIMAL VERTICAL FLAG (w × h)

800 × 2000 mm	BOD1B99A

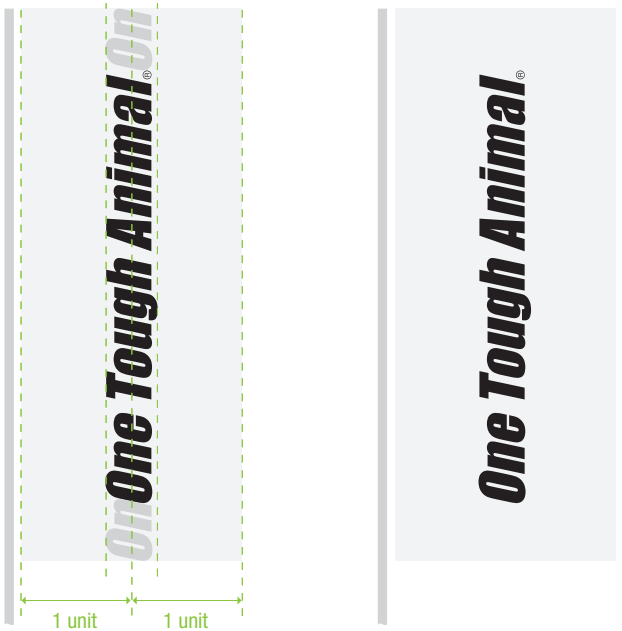
EXAMPLE OF FLAG POSITIONS

Gallery

B14: Bobcat flag



T14: “One Tough Animal” flag



Horizontal Flags

A Bobcat / “One Tough Animal” / Dealer branded fabric horizontal flag, hung from a horizontal arm to ensure the logo is always visible.

The flag and pole components are sold separately.

B15: BOBCAT HORIZONTAL FLAG (w × h)

1250 × 500 mm	BOD1B99B

L15: DEALER HORIZONTAL FLAG (w × h)

1250 × 500 mm	MULTID1B99B

T15: ONE TOUGH ANIMAL HORIZONTAL FLAG (w × h)

1250 × 500 mm	BOD1B99B

EXAMPLE OF FLAG POSITIONS

B15: Bobcat flag

T15: “One Tough Animal” flag

B16 Pole Sign

An exterior Bobcat logo in combination with the dealer name displayed on a pole above tree level. The sign is attached to a 15 m high metallic pole.

The standard is a two-face sign, but a triangular (three-face) option is also available.

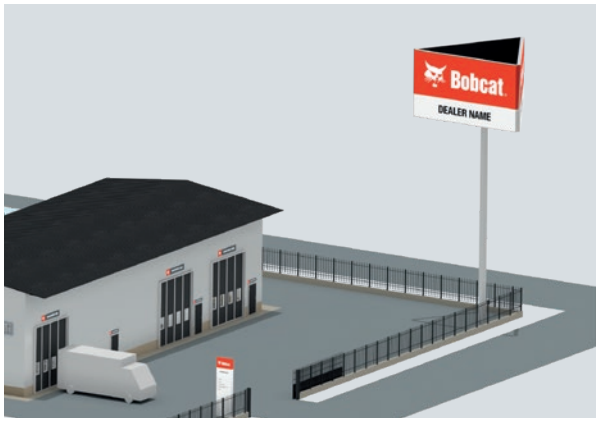
B16: LED BOX PANEL (w × h)

8000 × 4560 mm (1 LED box)	BOD1B23B

POLE SIGN CONSTRUCTION

Height 15 m	BOD1B23A

EXAMPLE OF THE POLE SIGN POSITION



Gallery

Department Sign

B17

An exterior department sign printed on a 3 mm debond panel for extended durability.

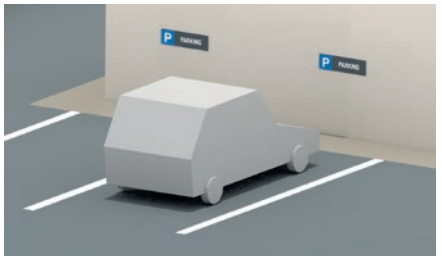
This sign is available in a variety of sizes to meet the requirements of the site and the department name.

The recommended height of the sign for labeling gates and large doors is 400 mm. For regular doors and limited-space areas, the department sign can be scaled down to 200 mm height.

B17: DEPARTMENT SIGNS (w × h)

1450 × 400 mm	B0D1B10A
Custom dimensions	B0D1B10B
Parking sign (wall mount, 400 × 110 mm)	B0D1B10C
Parking sign (fence mount, 400 × 110 mm)	B0D1B10D

EXAMPLE OF THE SIGNAGE POSITIONS



Gallery

B18
L18

Bantex Sign

Bantex banner signage is a less expensive and more flexible alternative to standard flex signs. The advantages include the flexibility of the fabric, which can be applied to various surfaces, as well as dimensional variability and long-term durability.

Bantex fabric is fixed in place using wire strands.

The design consists of two individual modules – the Bobcat logo and the dealership name/ logo. Standard dimension variants of individual modules are specified in the table below.

B18: BOBCAT BANTEX SIGN (w × h)

2000 × 750 mm	BOD1B06A
4000 × 1500 mm	BOD1B06B
Custom dimensions	BOD1B06C

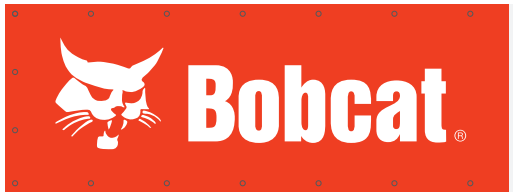
L18: DEALER BANTEX SIGN (w × h)

2000 × 750 mm	BOD1L06A
4000 × 1500 mm	BOD1L06B
Custom dimensions	BOD1L06C

EXAMPLE OF THE SIGNAGE POSITION

Bantex sign on a fence

Gallery



B18: Bobcat bantex sign

L18: Dealer bantex sign

Horizontal bantex sign

Vertical bantex sign

B19
L19

Mesh Sign

Mesh banner signage is a less expensive and more flexible alternative to standard flex signs. The advantages include the flexibility of the fabric, which can be applied to various surfaces, as well as dimensional variability, low weight and long-term durability. The mesh sign can be mounted on an aluminum frame or using rubber straps.

The design consists of two individual modules – the Bobcat logo and the dealership logo. Standard dimension variants of individual modules are specified in the table.

B19: MESH SIGN BOBCAT (W × H)

2000 × 750 mm	B0D1B07A
4000 × 1500 mm	B0D1B07B
Custom dimensions	B0D1B07C

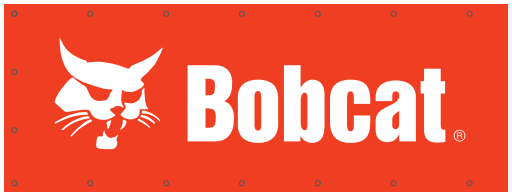
L19: MESH SIGN DEALER (W × H)

2000 × 750 mm	B0D1L07A
4000 × 1500 mm	B0D1L07B
Custom dimensions	B0D1L07C

EXAMPLE OF THE SIGNAGE POSITION

Mesh sign
on a fence

Gallery



B19: Bobcat mesh sign

L19: Dealer mesh sign

Horizontal mesh sign

Vertical mesh sign

B20
B21

Windows decals and stickers A

Monomeric PVC stickers for exterior use. Stickers are coated with glossy lamination for extended color stability. Depending on weather conditions, the durability of these stickers can be up to three years.

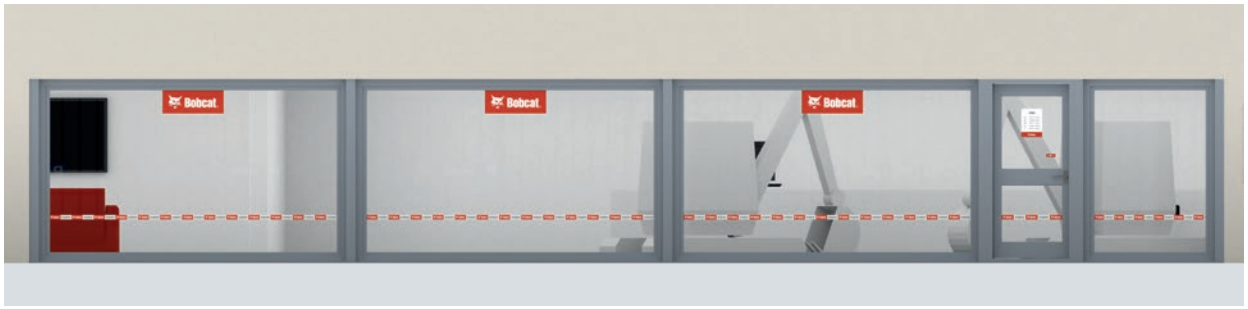
B20: BOBCAT WINDOW STICKER (w × h)

670 × 250 mm	BOD1B11A
Custom dimensions	BOD1B11B

B21: WINDOW STICKER STRIP (w × h)

5000 × 150 mm	BOD1B15A
5000 × 75 mm	BOD1B15B
5000 × 48 mm	BOD1B15C
Custom dimensions	BOD1B15D

EXAMPLE OF STICKERS POSITIONS



Gallery

B20: Window sticker Bobcat

B21: Window sticker strip

The window sticker strip is available in different heights:
A) 150 mm, B) 75 mm and C) 48 mm

Windows decals and stickers B

Monomeric PVC stickers for exterior use. Stickers are coated with glossy lamination for extended color stability. Depending on weather conditions, the durability of these stickers can be up to three years.

T20: ONE TOUGH ANIMAL WINDOW STICKER (w × h)

670 × 250 mm	B0D1B12A
Custom dimensions	B0D1B12B

B22: WINDOW DECAL: BOBCAT'S HEAD (w × h)

580 × 600 mm	B0D1B13A
Custom dimensions	B0D1B13B

B23: WINDOW DECAL: SCRATCHES (w × h)

580 × 600 mm	B0D1B14A
Custom dimensions	B0D1B14B

EXAMPLE OF DECAL AND STICKER POSITIONS

Gallery

T20: Window sticker: "One Tough Animal"

B23: Window decal: Scratches

B22: Window decal: Bobcat's head

B24 B25 Door decals and stickers

The opening hours sign is made of 5 mm thick PVC panel.

Entrance door stickers are made of monomeric PVC. Stickers are coated with glossy lamination for extended color stability. Depending on weather conditions, the durability of these stickers can be up to three years.

B24: DOOR DECALS PUSH/PULL (w × h)

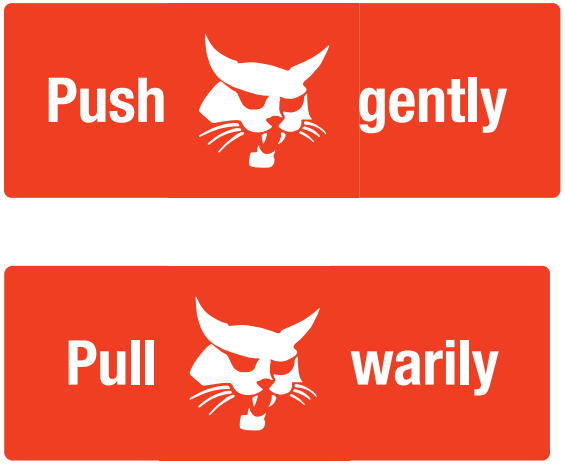
100 × 35 mm	BOD1B16A

B25: OPENING HOURS SIGN (w × h)

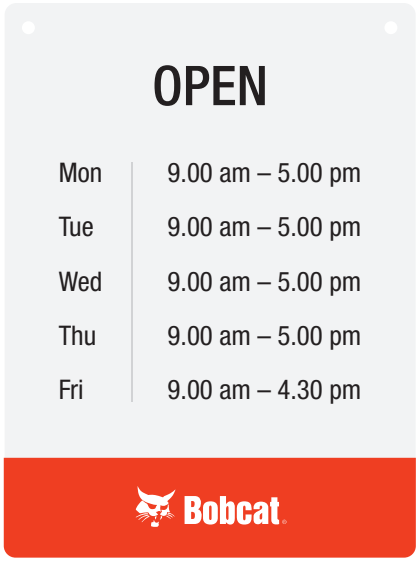
230 × 310 mm	BOD1B17A

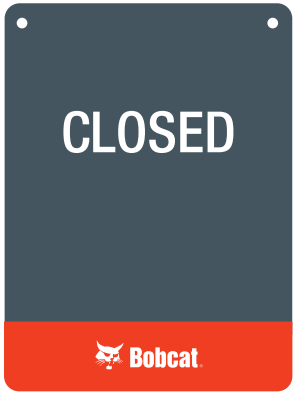
EXAMPLE OF THE SIGNAGE AND STICKER POSITIONS

Gallery



B24: Sticker on an entrance door





B25: Opening hours sign

Exterior Exclusive Elements

EXAMPLE GALLERY

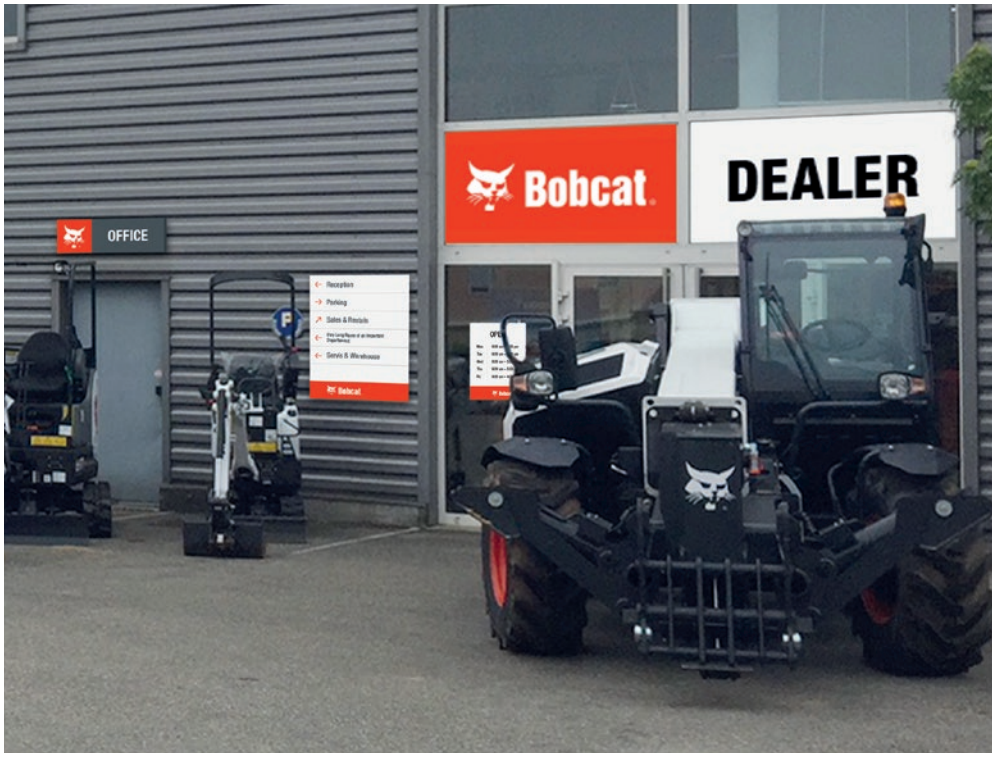
Exterior Signage Exclusive / Showroom Signage

Bobcat logo debond/flex face sign, entrance sign, wall-mounted directional sign, exterior department sign

Bobcat box type sign – horizontal

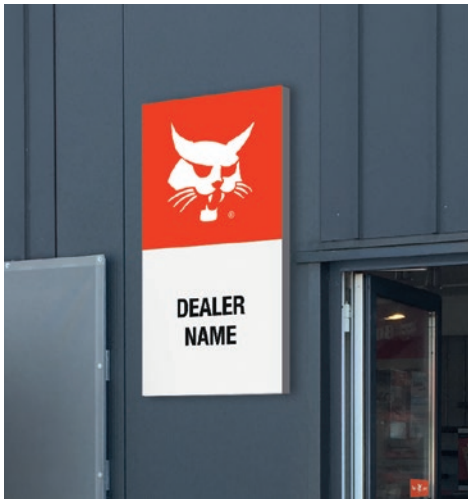
3D Bobcat logo

Exterior Signage Exclusive / Entrance Signage, Box Type Signage, Wall-Mounted Directional Sign, Department Signage, Bantex/Mesh Sign

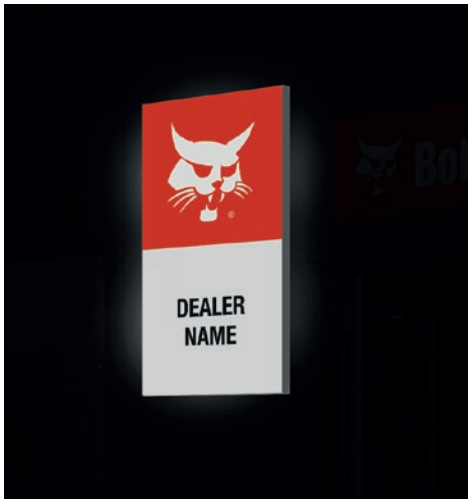


Entrance sign, Wall-mounted directional sign, department sign

Bantex/mesh sign – application example



Box sign – vertical, wall-mounted



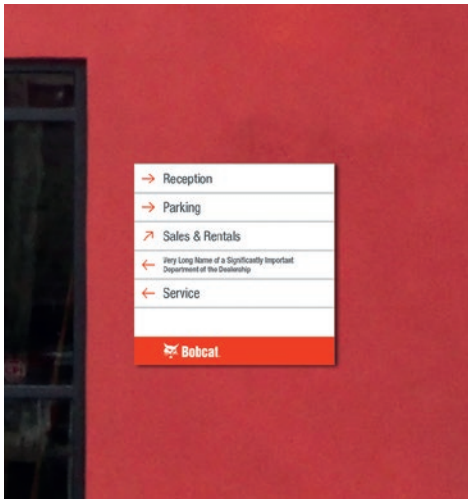
Box sign – vertical, wall-mounted, illuminated

Box sign – vertical, console-mounted

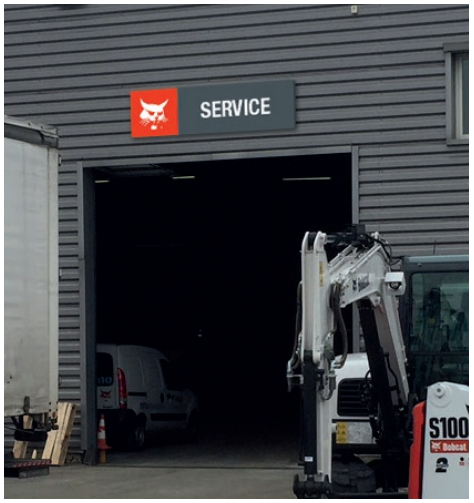
Box sign – vertical, console-mounted, illuminated

Exterior Signage Exclusive / Window Decals, Wall-Mounted Directional Sign, Department Sign

Window and door decals



Direction sign – vertical, wall-mounted



Department sign

Entrance sign – horizontal, opening hours

Entrance sign – vertical

Exterior Signage Exclusive / Totem, Directional Signs

Totem

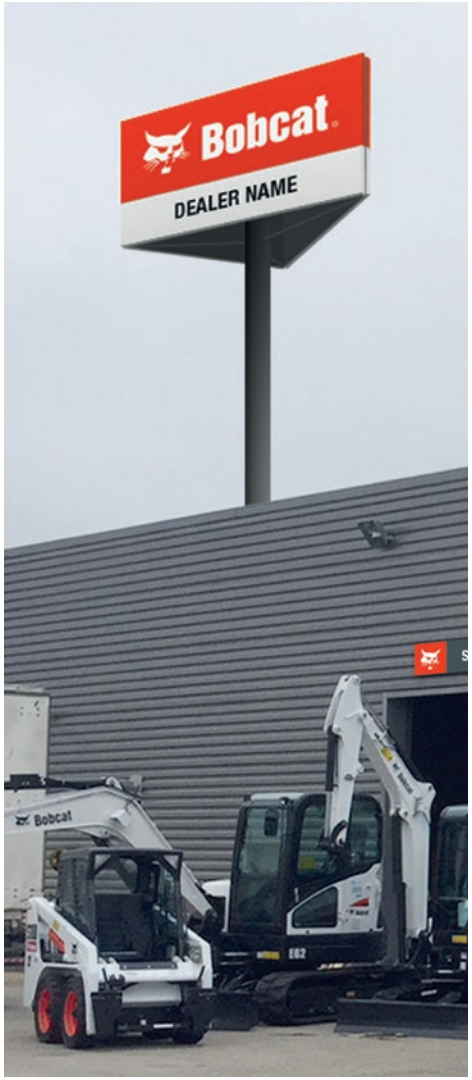
Illuminated totem

Direction sign C

Direction sign B

Exterior Signage Exclusive / Flags, Pole Sign

Flags



Pole sign

Interior Exclusive Elements

Overview of Interior Elements (3D)

SALES AND RECEPTION VIEW

For the complete list of available common elements (such as posters, banners, leaflet holders, digital kiosks, etc.) please refer to chapter Common Elements on page 141.

Overview of Interior Elements (3D)

OFFICES AND MEETING ROOM

Overview of Interior Elements (3D)

WORKSHOP AND STORAGE VIEW

List of Interior Exclusive Elements

ELEMENT NAME		PAGE
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B28 Reception Desk

The wall behind the reception desk consists of a 3 mm PVC plate with a Bobcat logo and a dealership name printed directly on. It is installed on a clean and flat base using double-sided adhesive tape.

B27: RECEPTION DESK WALL (w × h)

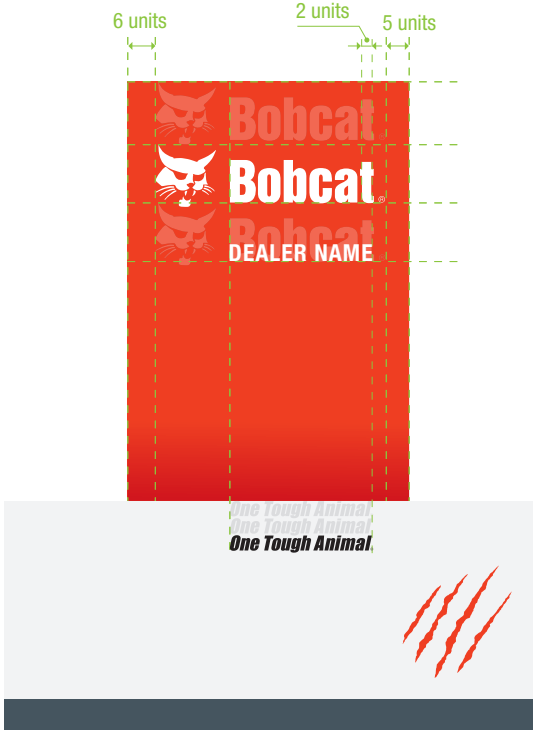
800 × 2750 mm	B0D2B01A

B28: RECEPTION DESK – COUNTER (BLUEPRINT, w × h × d)

1800 × 900 (1100) × 700 mm	B0D4B01A
Available as a blueprint for local production only	

EXAMPLE OF THE SIGNAGE POSITION

Gallery



B27: Reception wall

B28: Reception desk – counter

Interior Bobcat Logo 3D

B29

An interior 3D Bobcat logo (black variant) in a variety of sizes made of individual PVC letters and a Bobcat head.

B29: INTERIOR 3D LOGO BOBCAT (w × h)	
2000 × 550 mm	B0D2B13A
Custom dimensions	B0D2B13B

EXAMPLES OF THE SIGNAGE POSITION

Gallery

Bobcat®

B30 Display

Double-sided litho-laminated display hanging on silicone strands used to designate any relevant part of the premises.

B30: DISPLAY BOBCAT (w × h)

1500 × 960 mm	B0D2B11A
980 × 625 mm	B0D2B11B

EXAMPLE OF THE SIGNAGE POSITION

Gallery

Directional Sign – Wall-Mounted

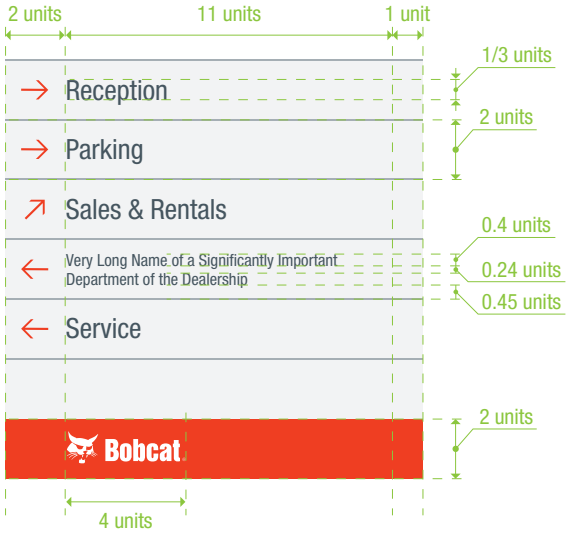
The interior directional sign is made of 5 mm PVC plate mounted on a clean and flat base using double-sided adhesive tape. The content itself is a cut-out graphic made of two colored films.

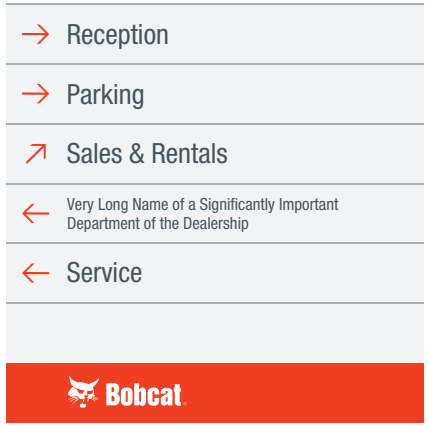
Dimensions can be customized (scaled proportionally) according to available space, with a minimum recommended width of 600 mm.

B31: WALL-MOUNTED DIRECTIONAL SIGN (w × h)

1000 × 1000 mm	BOD2B04B
Custom dimensions	BOD2B04D

EXAMPLE OF THE SIGNAGE POSITION





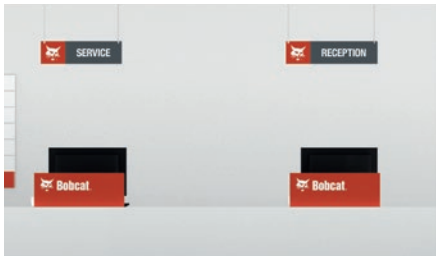
B32 Department Sign

The interior department sign is printed on a 5 mm thick PVC panel or debond panel for better durability. This sign is available in a variety of sizes to meet the requirements of the site.

B32: DEPARTMENT SIGNS (w × h)

1100 × 300 mm (PVC)	**BOD2B05A**
Custom dimensions (PVC)	**BOD2B05B**
1100 × 300 mm (debond)	**BOD2B05C**
Custom dimensions (debond)	**BOD2B05D**

EXAMPLE OF THE SIGNAGE POSITION



Gallery

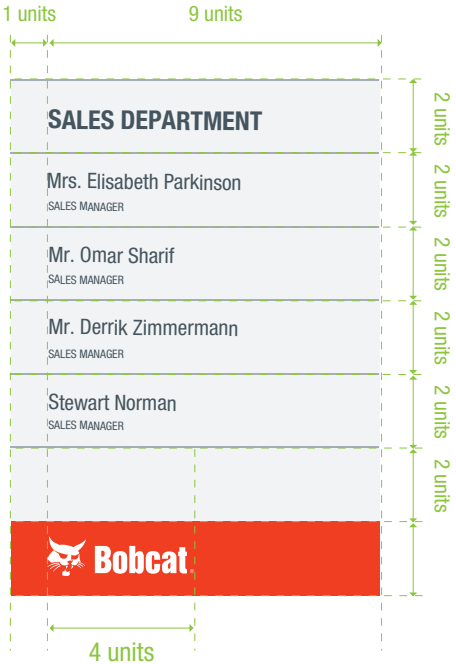
Room Nameplates

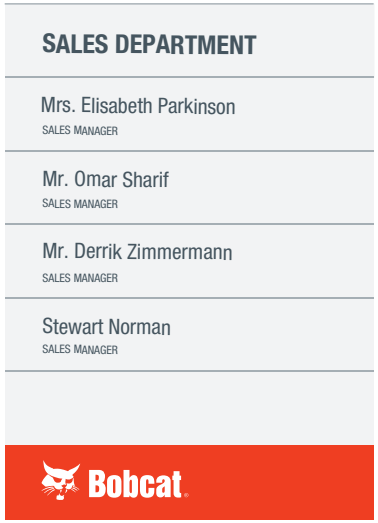
Room nameplates made of 5 mm thick PVC panel mounted on a clean and flat wall next to doors. The content itself is digitally printed onto the panel.

B33: ROOM NAMEPLATE (w × h)

210 × 294 mm	B0D2B06B

EXAMPLE OF THE SIGNAGE POSITION





Interior Exclusive Elements

EXAMPLE GALLERY

Interior Signage Exclusive / Reception, Department Sign, Beach Flag, Screen Surround

Adjusted existing desk counter, interior department sign, screen surround, beach flag

Room nameplates

Interior directional sign and department sign

Interior Signage Exclusive / Reception

Reception desk/counter, Bobcat branded wall behind reception desk

Interior Signage Exclusive / Display

Shelf flag B, display

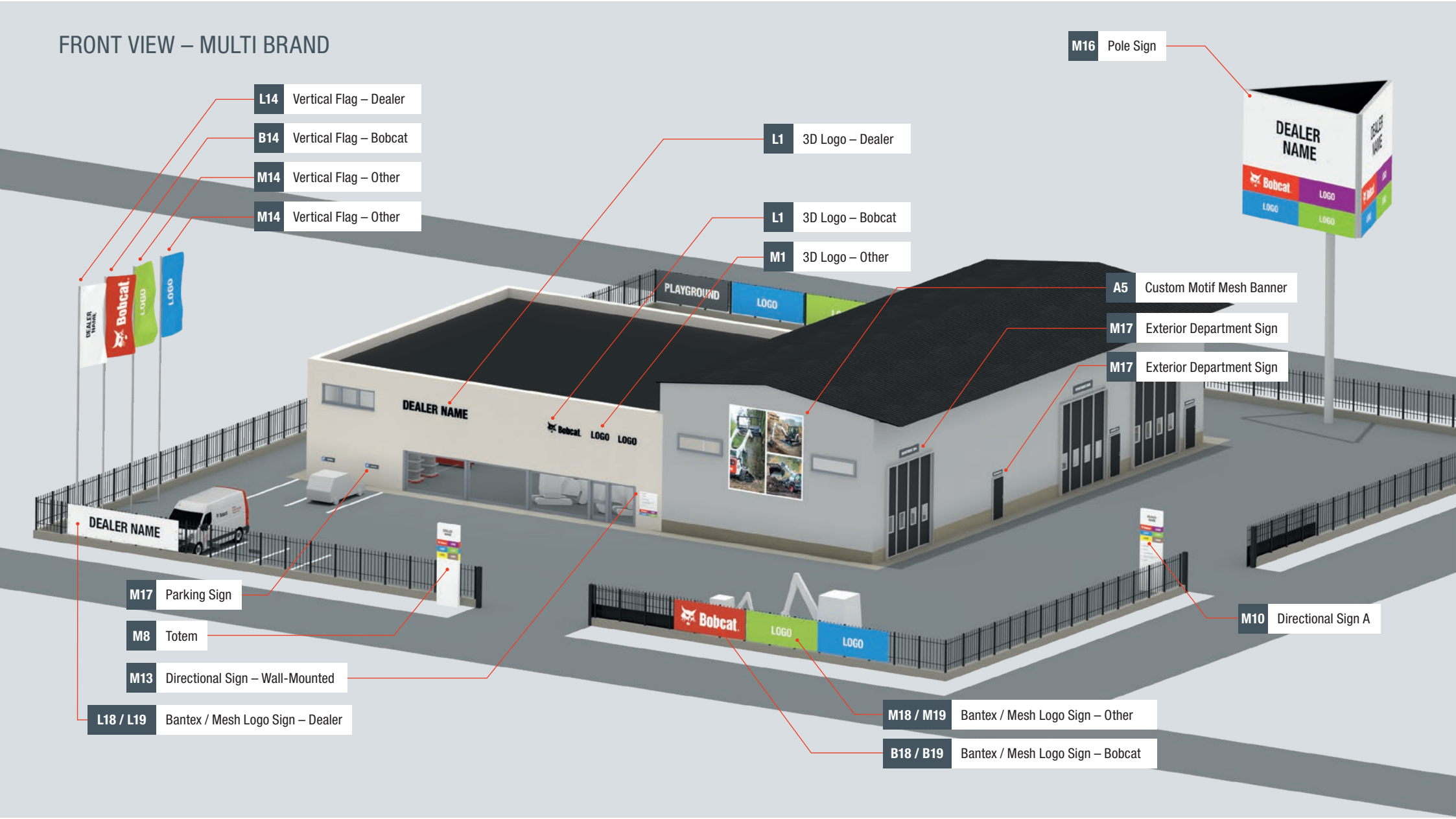
APPLICATIONS

04 Multi Brand Dealer Signage

Exterior Multi Brand Elements

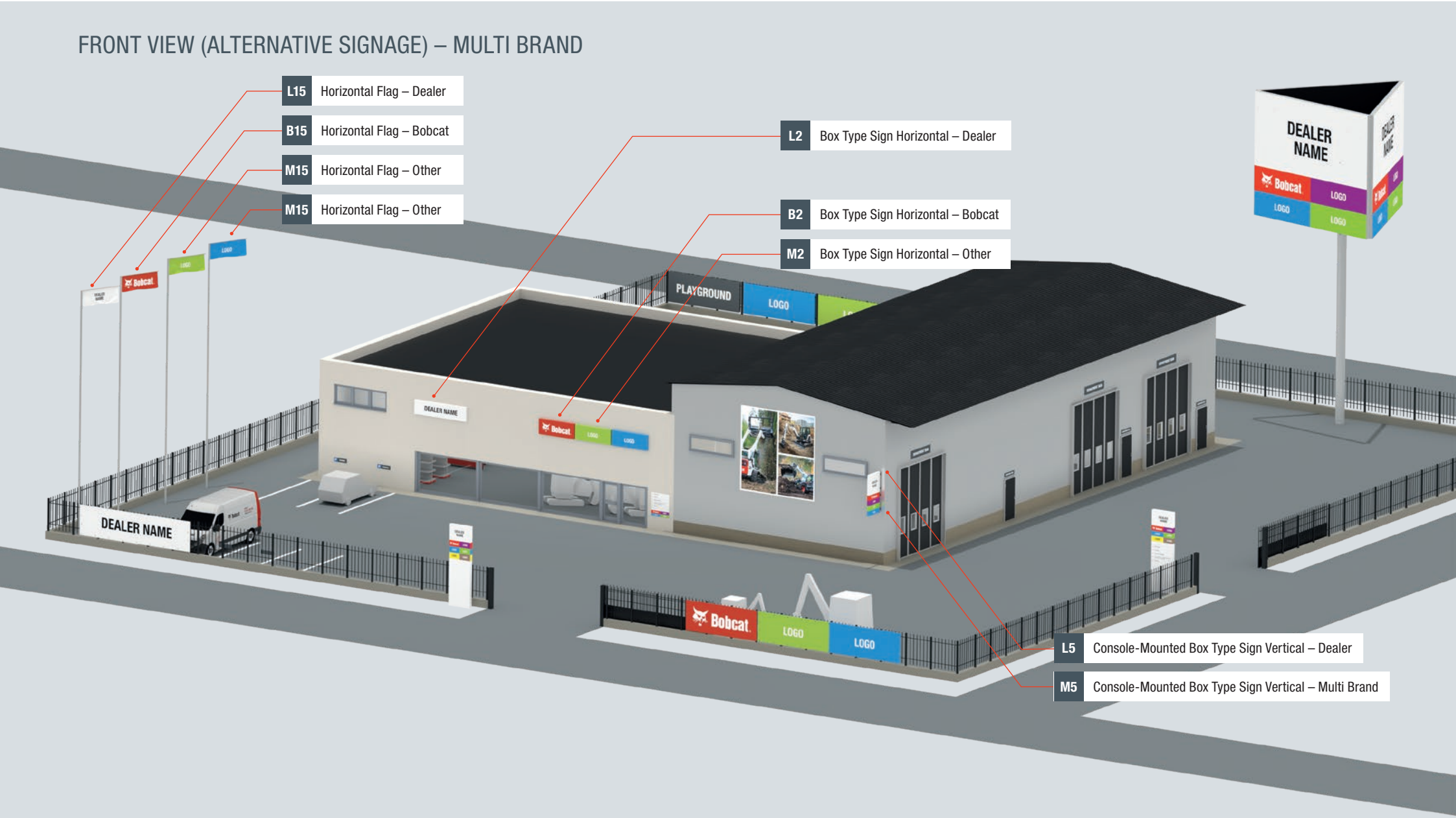
Overview of Exterior Elements (3D)

FRONT VIEW – MULTI BRAND



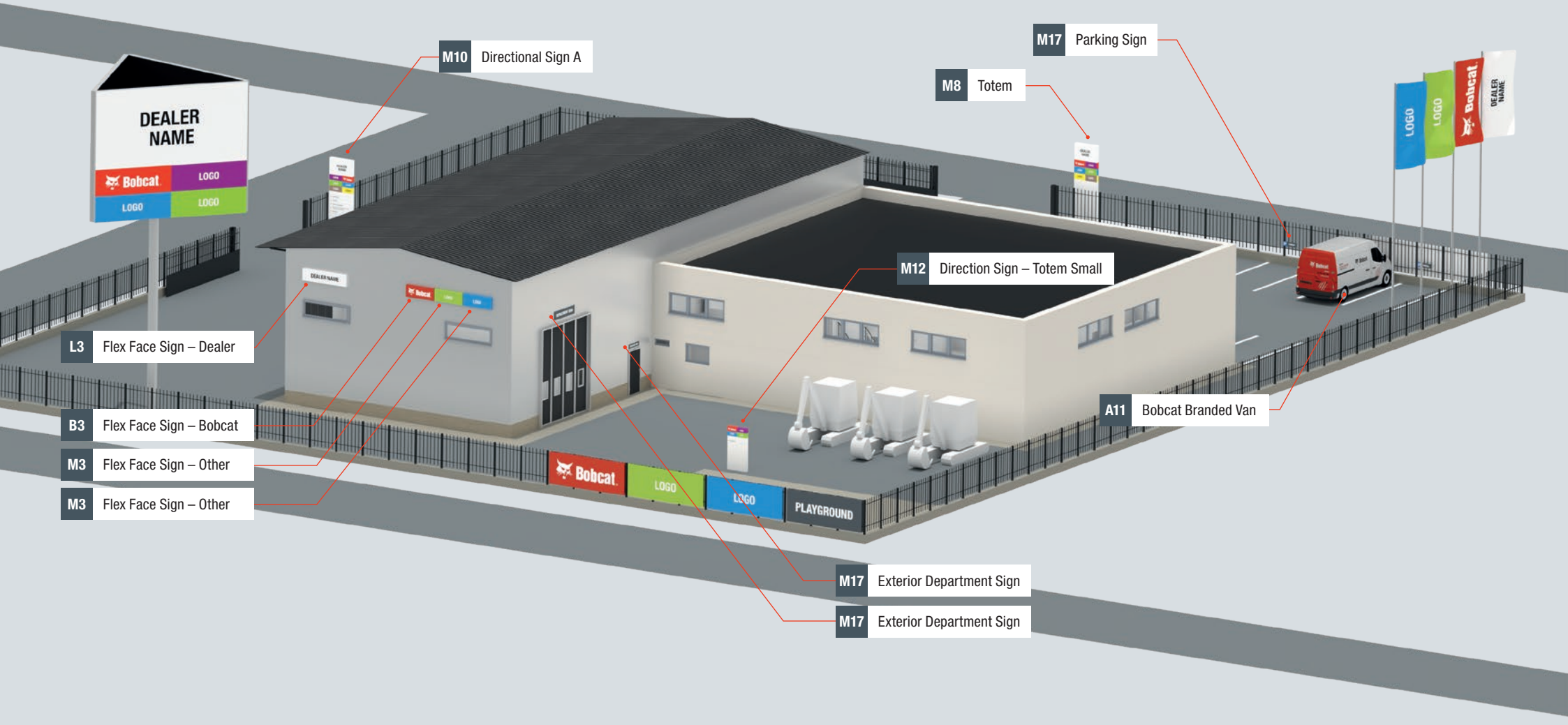
Overview of Exterior Elements (3D)

FRONT VIEW (ALTERNATIVE SIGNAGE) – MULTI BRAND



Overview of Exterior Elements (3D)

REAR VIEW – MULTI BRAND



List of Multi Brand Exterior Elements

ELEMENT NAME		PAGE
B1	3D Logo Sign – Bobcat	102
L1	3D Logo Sign – Dealer	102
M1	3D Logo Sign – Other	102
B2	Box Type Sign Horizontal – Bobcat	103
L2	Box Type Sign Horizontal – Dealer	103
M2	Box Type Sign Horizontal – Other	103
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M3	Flex Face Sign – Other	104
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ELEMENT NAME		PAGE
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L15	Horizontal Flag – Dealer	116
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L18	Bantex Sign – Dealer	119
M18	Bantex Sign – Other	119
B19	Mesh Sign – Bobcat	120
L19	Mesh Sign – Dealer	120
M19	Mesh Sign – Other	120

B1
L1
M1

3D Logo Sign

An illuminated exterior 3D logo of Bobcat and other brands incl. the dealer in a variety of sizes. The basic color for all modules is black.

The order of brands on the multi brand signage is the dealer name, Bobcat, followed by other brands while respecting the defined positions and size ratios among individual logos. The minimum height of the Bobcat module is at least 550 mm.

Full illumination is available if the Bobcat module is longer than 3000 mm. If shorter, then backlighting or a box type sign must be used.

L1: DEALER 3D LOGO SIGN (w × h)

2000 × 550 mm	BOD1L05A
Custom dimensions	BOD1L05B

B1: BOBCAT 3D LOGO SIGN (w × h)

Height 550 mm	BOD1B05A
Custom dimensions	BOD1B05B

M1: GENERAL 3D LOGO SIGN (w × h)

Height 550 mm	BOD1M05A
Custom dimensions	BOD1M05B

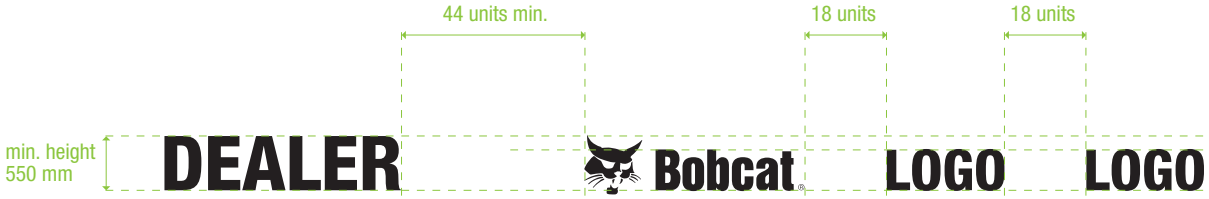
EXAMPLES OF THE SIGNAGE POSITIONS AND TYPES OF ILLUMINATION

Gallery

Illuminated Bobcat 3D logo

Backlit variant of Bobcat 3D logo

Minimum distance between the Bobcat logo and the dealer name



L1: Dealer 3D logo sign

B1: Bobcat 3D logo sign

M1: General 3D logo sign

Box Type Sign – Horizontal

An exterior logo made of translucent foil on an illumination box. The sign is available in a variety of sizes to meet the requirements of the site.

The order of brands on the multi brand signage is the dealer name, Bobcat, followed by other brands while respecting the defined positions and size ratios among individual logos/ modules.

B2: BOBCAT BOX TYPE SIGN (w × h)

2000 × 750 mm	BOD1B03A
4000 × 1500 mm	BOD1B03B
Custom dimensions	BOD1B03C

L2: DEALER BOX TYPE SIGN (w × h)

2000 × 750 mm	BOD1L03A
4000 × 1500 mm	BOD1L03B
Custom dimensions	BOD1L03C

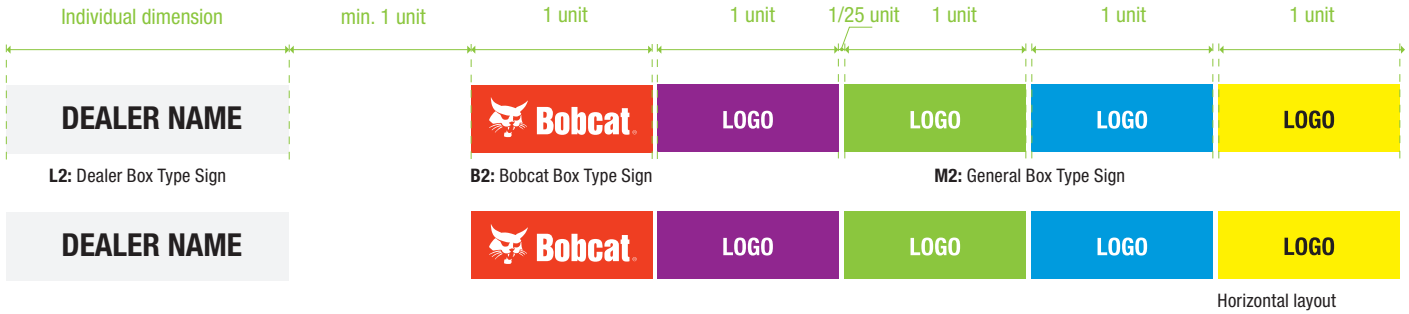
M2: GENERAL BOX TYPE SIGN (w × h)

2000 × 750 mm	BOD1M03A
4000 × 1500 mm	BOD1M03B
Custom dimensions	BOD1M03C

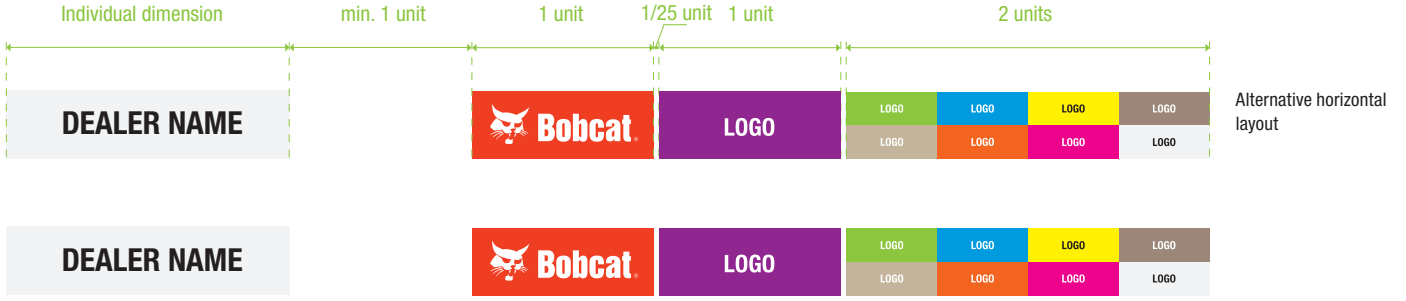
EXAMPLES OF THE SIGNAGE POSITIONS

Gallery

Illuminated box type signage



Horizontal layout



Alternative horizontal layout

B3
L3
M3

Flex Face Sign

An exterior Bobcat logo accompanied by other brands' and the dealer's logo printed on a flex face sign mounted on a frame. This sign is available in a variety of sizes to meet the requirements of the site. Illumination is available at an additional cost.

The order of brands on the multi brand signage is the dealer name, Bobcat, followed by other brands while respecting the defined positions and size ratios among individual logos/ modules.

B3: BOBCAT FLEX FACE SIGN (w × h)

4000 × 1500 mm	BOD1B02A
Custom dimensions	BOD1B02B

L3: DEALER FLEX FACE SIGN (w × h)

4000 × 1500 mm	BOD1L02A
Custom dimensions	BOD1L02B

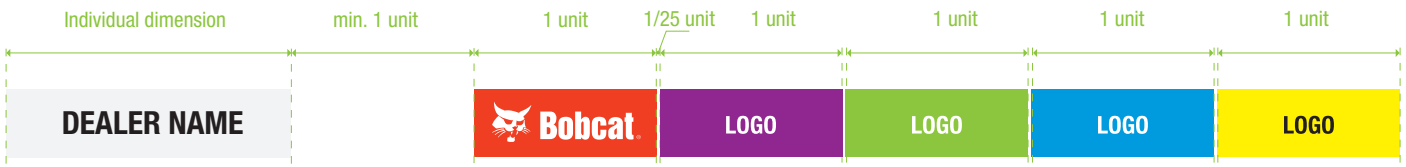
M3: GENERAL LOGO FLEX FACE SIGN (w × h)

4000 × 1500 mm	BOD1M01A
Custom dimensions	BOD1M01B

EXAMPLES OF THE SIGNAGE POSITIONS

Gallery

Illuminated flex face type signage

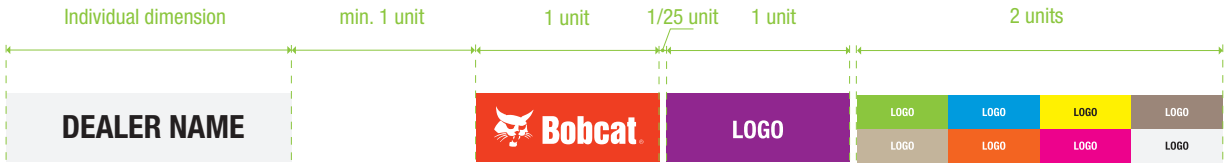


L3: Dealer Flex Face Sign

B3: Bobcat Flex Face Sign

M3: General Flex Face Sign

Horizontal layout



Alternative horizontal layout

B4
L4
M4

Debond Sign

An exterior Bobcat logo accompanied by other brands and dealer's logo printed on a 3 mm debond panel. This sign is available in a variety of sizes to meet the requirements of the site.

The order of brands on the signage is the dealer name, Bobcat, followed by other brands while respecting the defined positions and size ratios among individual logos/modules.

B4: BOBCAT MODULE (w × h)

2000 × 750 mm	BOD1B01A
4000 × 1500 mm	BOD1B01B
Custom dimensions	BOD1B01C

L4: DEALER MODULE (w × h)

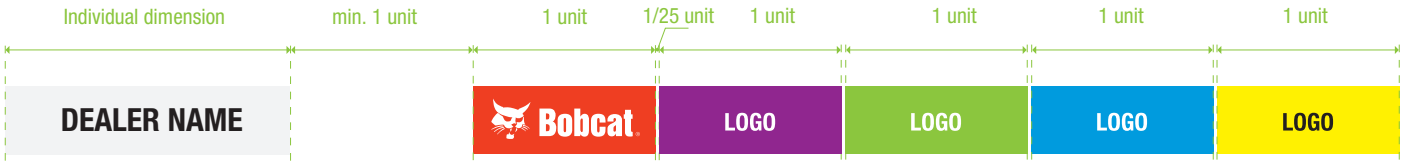
2000 × 750 mm	BOD1L01A
4000 × 1500 mm	BOD1L01B
Custom dimensions	BOD1L01C

M4: GENERAL LOGO MODULE – DEBOND (w × h)

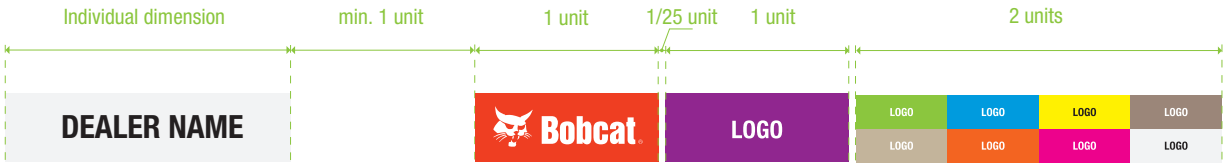
2000 × 750 mm	BOD1M02A
4000 × 1500 mm	BOD1M02B
Custom dimensions	BOD1M02C

EXAMPLES OF THE SIGNAGE POSITIONS

Gallery



L4: Dealer Debond Sign **B4:** Bobcat Debond Sign **M4:** General Debond Sign Horizontal layout



Alternative horizontal layout

L5
M5

Console-Mounted Box Type Sign Vertical

An exterior box type sign made of translucent foil on an illumination box. This sign is recommended for sites with only limited space available. The box sign can be mounted onto a wall either directly or using console supports.

The order of brands on the multibrand signage is the Dealer name, Bobcat, followed by other brands while respecting defined positions and size ratios among individual logos.

The maximum width of this sign is 1 m.

L5: DEALER CONSOLE (w × h)

1000 × 1000 mm	BOD1L04A
Custom dimensions	BOD1L04C

M5: MULTI BRAND CONSOLE (w × h)

1000 × 1000 mm	BOD1M04A
Custom dimensions	BOD1M04B

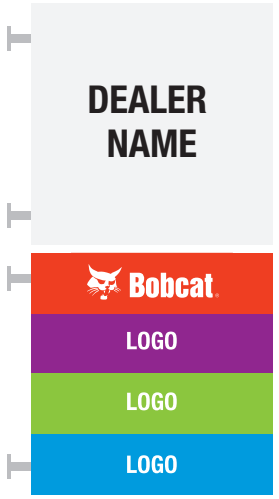
EXAMPLES OF THE SIGNAGE POSITION

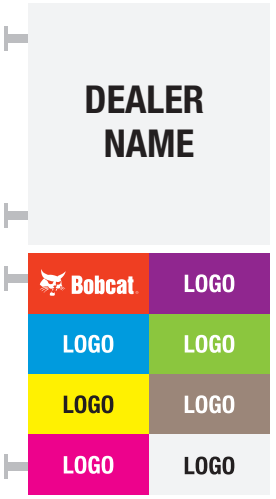
Illuminated console-mounted vertical box type sign position

Gallery

L3: Dealer Console

M5: Multi Brand Console





Entrance Sign (Flex Face)

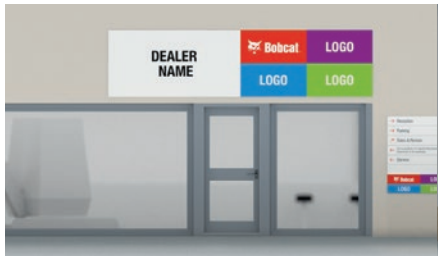
An exterior Bobcat logo printed on a flex face fabric and mounted on a frame. This sign is available in a variety of sizes to meet the requirements of the site.

Use of an entrance sign depends heavily on the position of the main signage and the current situation on the premises should be taken into account to prevent too close a proximity of the two signage types.

M6: MULTI BRAND ENTRANCE SIGN – FLEX FACE (w × h)

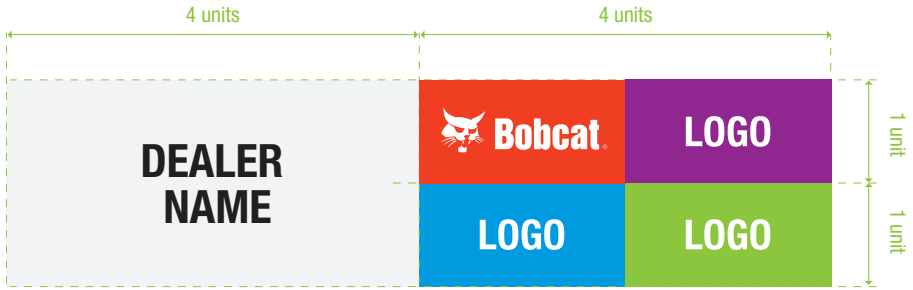
4000 × 1500 mm	BOD1M08A
Custom dimensions	BOD1M08B

EXAMPLES OF THE SIGNAGE POSITIONS

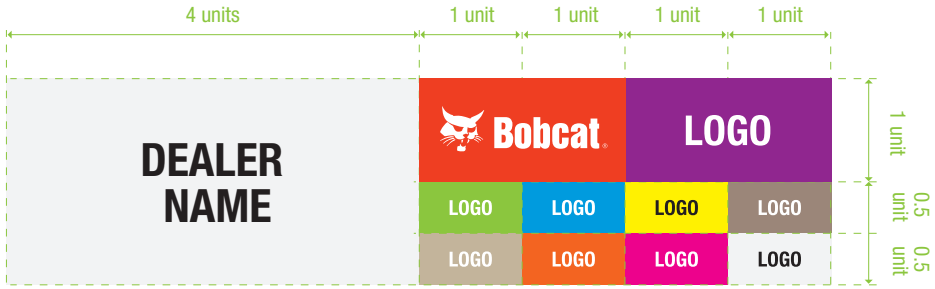


Horizontal entrance sign on a building

Gallery



M6: Horizontal entrance sign



Alternative horizontal layout

M7 Entrance Sign (Debond)

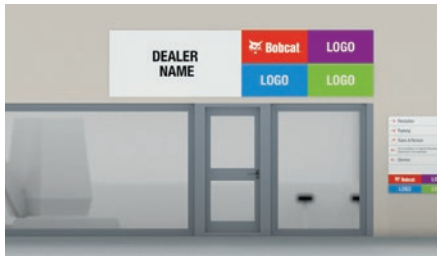
An exterior Bobcat logo printed on a 3 mm thick debond panel. This sign is available in a variety of sizes to meet the requirements of the site.

Use of an entrance sign depends heavily on the position of the main signage and the current situation on the premises should be taken into account to prevent too close a proximity of the two signage types.

M7: MULTI BRAND ENTRANCE SIGN – DEBOND (w × h)

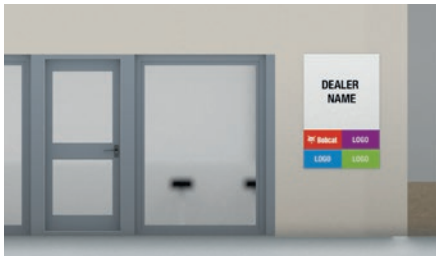
2000 × 750 mm	BOD1M09A
4000 × 1500 mm	BOD1M09B
Custom dimensions	BOD1M09C

EXAMPLES OF THE SIGNAGE POSITIONS

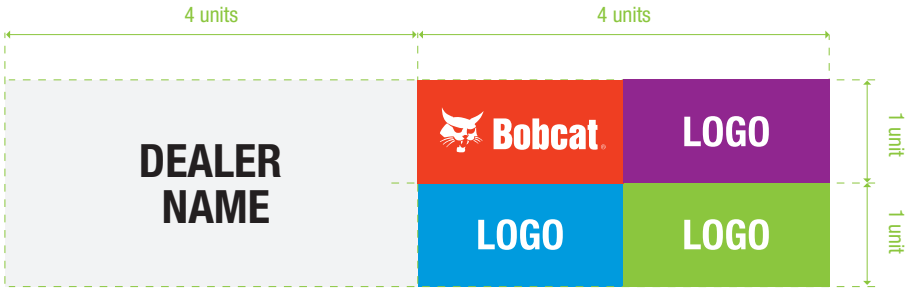


Horizontal entrance sign on a building

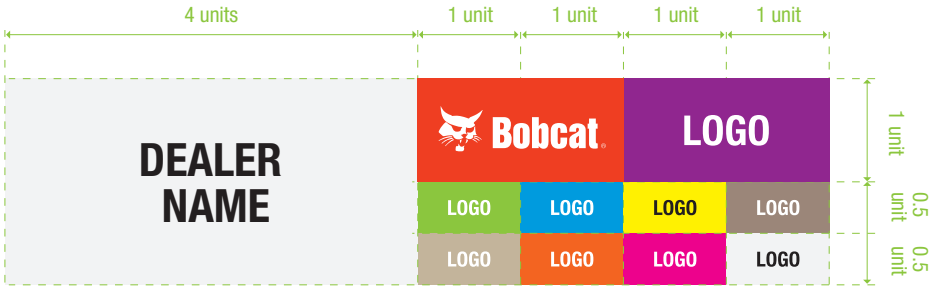
Gallery



Vertical entrance sign on a building



Horizontal entrance sign



Alternative horizontal layout

Vertical entrance sign

Totem

M8

An exterior totem consisting of a metal frame, a dibond plate and a printed foil with dealer branding in combination with the brands sold (incl. Bobcat) attached to an opal (dim) plexiglass.

The totem serves as a site designation that is visible from a distance and under different light conditions.

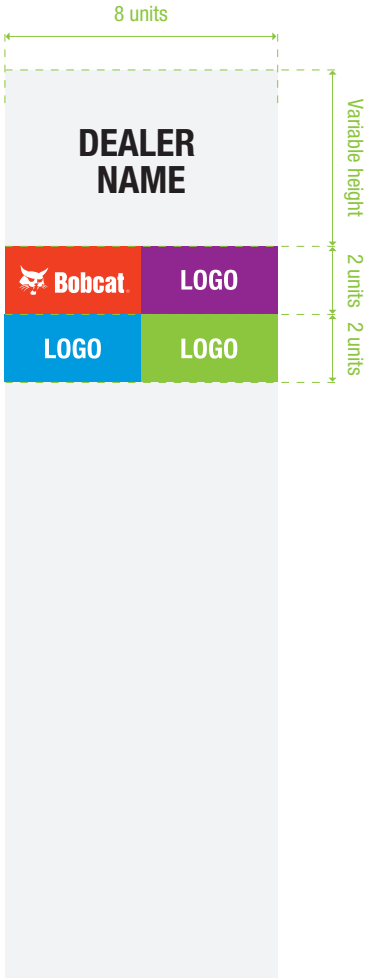
The totem's construction is universal and allows for self-illumination by default. An economical option without the illumination is also available.

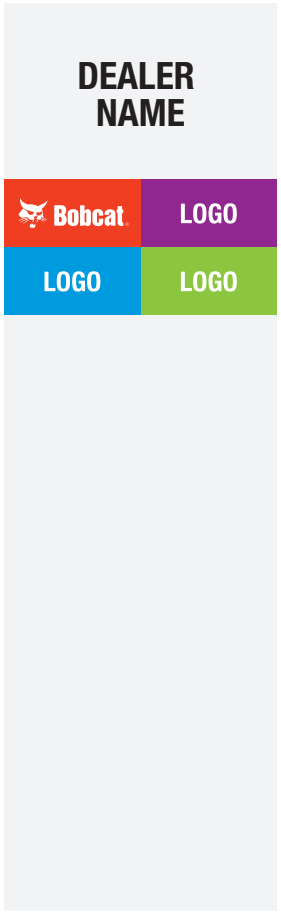
The price does not include any on-site installation preparation or installation itself.

M8: TOTEM DIMENSIONS (w × h × d)

1200 × 4000 × 185 mm	B0D1M18A

EXAMPLE OF THE TOTEM POSITION





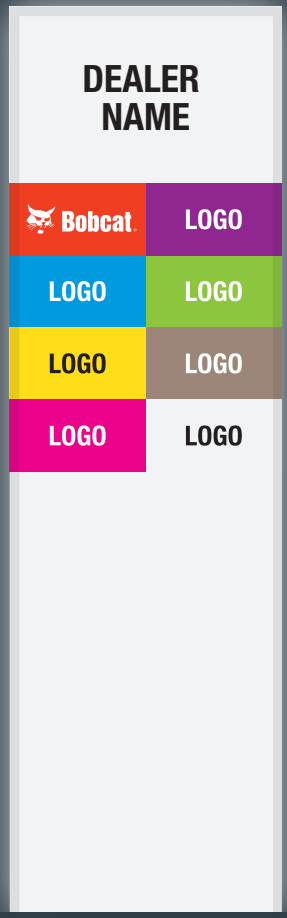
M9 Totem – Illuminated

Example of the illuminated totem during the night. The totem is evenly illuminated thanks to a sufficient amount of light sources and the light dispersion properties of the opal plexiglass.

The price does not include any on-site installation preparation or installation itself.

M9: TOTEM DIMENSIONS (w × h × d)	
1200 × 4000 × 185 mm	BOD1M18B

EXAMPLE OF THE ILLUMINATED TOTEM



Directional Sign A

M10

Exterior variant of totem consisting of a metal frame, a debond plate and a printed foil with the dealership branding and logos of the brands sold attached to an opal (dim) plexiglass.

Intended as an orientation system within the premises.

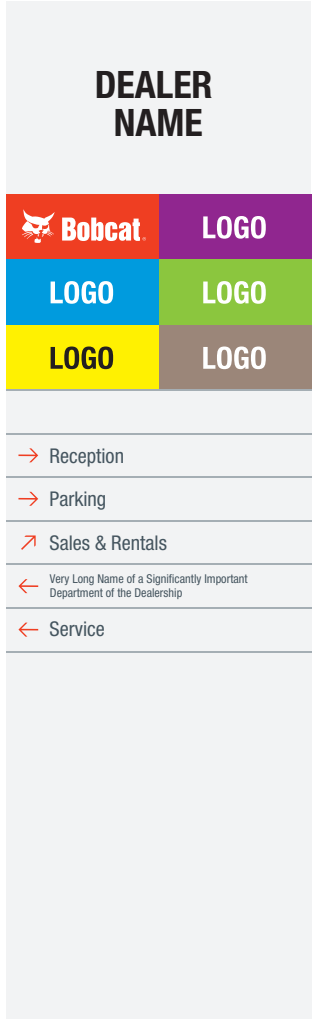
The construction is universal and allows for self-illumination by default. An economical option without the illumination is also available.

The price does not include any on-site installation preparation or installation itself.

M10: DIRECTIONAL SIGN A DIMENSIONS (w × h)

1200 × 4000 mm	non-illuminated	B0D1M20B
1200 × 4000 mm	illuminated	B0D1M20D

EXAMPLE OF THE SIGNAGE POSITION



M11 Directional Sign B

Exterior variant of totem consisting of a metal frame, a debond plate and a printed foil with the dealership branding and logos of the brands sold attached to an opal (dim) plexiglass.

Intended as an orientation system within the premises.

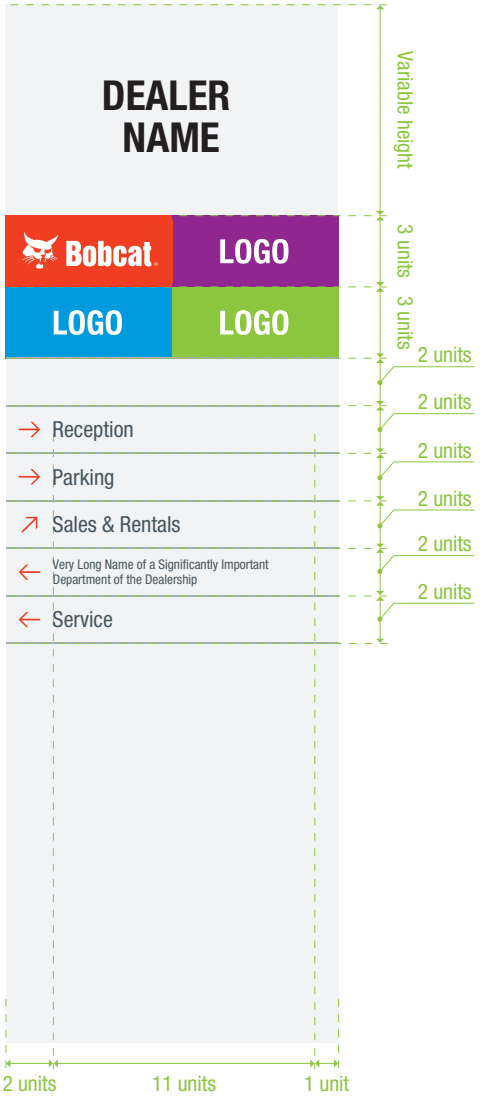
The construction is universal and allows for self-illumination by default. An economical option without the illumination is also available.

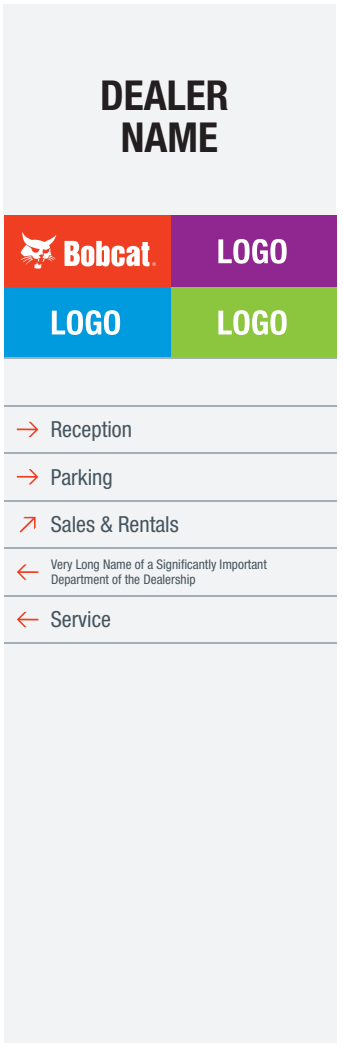
The price does not include any on-site installation preparation or installation itself.

M11: DIRECTIONAL SIGN B DIMENSIONS (w × h)

1000 × 3120 mm	non-illuminated	B0D1M21B
1000 × 3120 mm	illuminated	B0D1M21D

EXAMPLE OF THE SIGNAGE POSITION





Directional Sign C

M12

Exterior variant of totem consisting of a metal frame, a debond plate and a printed foil with logos of the brands sold attached to an opal (dim) plexiglass.

Intended as an orientation system within the premises.

The construction is universal and allows for self-illumination by default. An economical option without the illumination is also available.

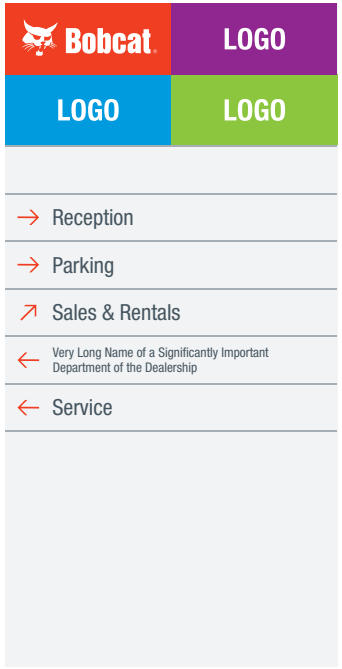
The price does not include any on-site installation preparation or installation itself.

M12: DIRECTIONAL SIGN C DIMENSIONS (w × h)

1000 × 2000 mm	non-illuminated	B0D1M22B
1000 × 2000 mm	illuminated	B0D1M22D
Custom height*	non-illuminated	B0D1M22F
Custom height*	illuminated	B0D1M22H

*custom height up to 2 m

EXAMPLE OF THE SIGNAGE POSITION



M13 Directional Sign – Wall-Mounted

A wall-mounted directional sign printed on a 3 mm thick debond panel.

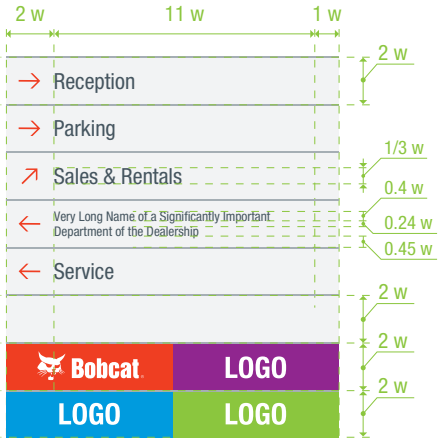
Dimensions can be customized (scaled proportionally) according to available space with minimum recommended width of 600 mm.

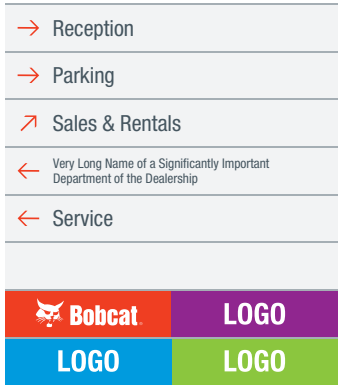
M13: WALL-MOUNTED DIRECTIONAL SIGN DIMENSIONS (w × h)

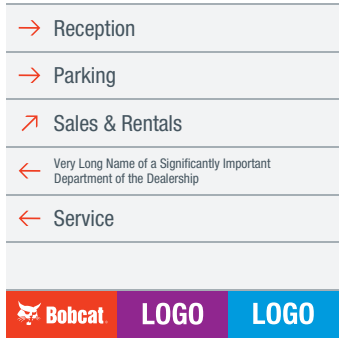
1000 × 1150 mm	BOD1M19C
Custom dimensions	BOD1M19B

EXAMPLE OF THE SIGNAGE POSITION

Gallery







Vertical Flags

A Bobcat/Dealer or generally branded fabric vertical flag, hung from a horizontal arm to ensure the logo is always visible.

The flag and pole components are sold separately.

B14: BOBCAT VERTICAL FLAG (w × h)

800 × 2000 mm	B0D1B99A

L14: DEALER VERTICAL FLAG (w × h)

800 × 2000 mm	MULTID1B99A

M14: GENERAL LOGO VERTICAL FLAG (w × h)

800 × 2000 mm	MULTIOTHERB0D1B99A

EXAMPLE OF FLAG POSITIONS

Gallery

L14: Dealer flag

B14: Bobcat flag

M14: Other brand flag

M14: Other brand flag

B15
L15
M15

Horizontal Flags

A Bobcat/Dealer or generally branded fabric vertical flag, hung from a horizontal arm to ensure the logo is always visible.

The flag and pole components are sold separately.

B15: BOBCAT HORIZONTAL FLAG (w × h)

1250 × 500 mm	BOD1B99B

L15: DEALER HORIZONTAL FLAG (w × h)

1250 × 500 mm	MULTID1B99B

M15: GENERAL LOGO HORIZONTAL FLAG (w × h)

1250 × 500 mm	MULTIOTHERBOD1B99B

EXAMPLE OF FLAG POSITIONS

L15: Dealer flag

B15: Bobcat flag

M14: Other brand flag

M14: Other brand flag

Pole Sign

M16

An exterior Bobcat logo in combination with the dealer name displayed on a pole above tree level. The sign is attached to a 15 m high metallic pole.

The standard is a two-face sign, but a triangular (three-face) option is also available.

M16: LED BOX PANEL (w × h)

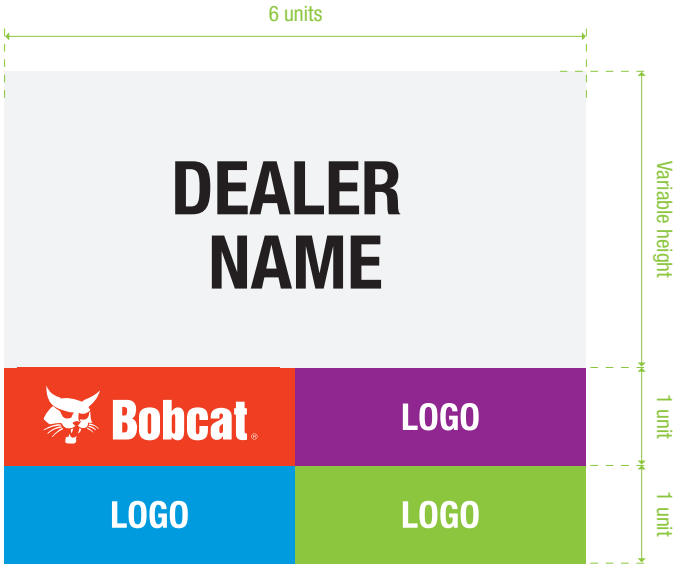
8000 × 4560 mm (1 LED box)	B0D1B23B

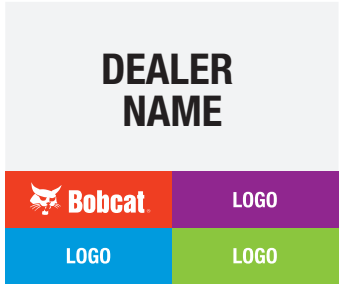
POLE SIGN CONSTRUCTION

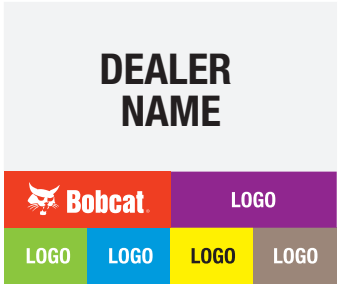
Height 15 m	B0D1B23A

EXAMPLE OF THE POLE SIGN POSITION

Gallery







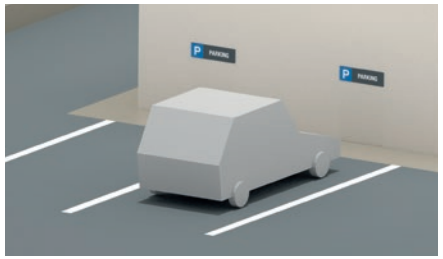
M17 Department Sign

An exterior department sign printed on a 3 mm debond panel for extended durability. This sign is available in a variety of sizes to meet the requirements of the site and the department name.

M17: DEPARTMENT SIGN (w × h)

1450 × 400 mm	BOD1M10A
Custom dimensions	BOD1M10B
Parking sign (wall mount, 400 × 110 mm)	BOD1M10C
Parking sign (fence mount, 400 × 110 mm)	BOD1M10D

EXAMPLE OF THE SIGNAGE POSITIONS



Gallery

B18
L18
M18

Bantex Sign

The bantex banner is a less expensive and more flexible alternative to standard flex signs. Other advantages include the durability of the material and the wide variety of available dimensions. Bantex fabric is usually fixed in place using wire strands. The design consists of multiple individual modules for each brand. Dimensions are specified in the table below.

B18: BOBCAT BANTEX SIGN (w × h)

2000 × 750 mm	B0D1B06A
4000 × 1500 mm	B0D1B06B
Custom dimensions	B0D1B06C

L18: DEALER BANTEX SIGN (w × h)

2000 × 750 mm	B0D1L06A
4000 × 1500 mm	B0D1L06B
Custom dimensions	B0D1L06C

M18: MULTI BRAND BANTEX SIGN (w × h)

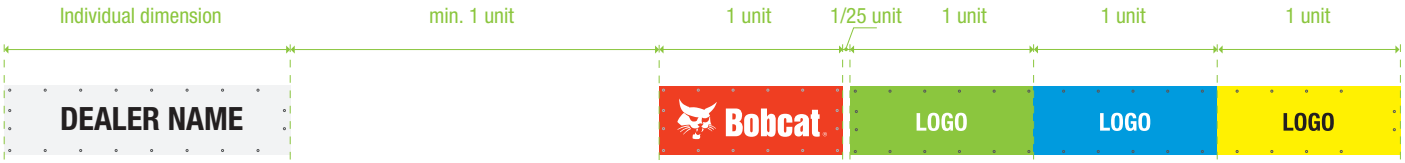
2000 × 750 mm	B0D1M06A
4000 × 1500 mm	B0D1M06B
Custom dimensions	B0D1M06C

EXAMPLE OF THE SIGNAGE POSITION

Bantex sign on a fence

Gallery

Horizontal bantex sign



L18: Dealer Bantex Sign

B18: Bobcat Bantex Sign

M18: General Bantex Sign

Alternative horizontal layout

B19
L19
M19

Mesh Sign

The mesh banner is a less expensive and more flexible alternative to standard flex signs. Other advantages include the durability of the material and the wide variety of available dimensions. Mesh fabric can be fixed with rubber straps or on an aluminum frame. The design consists of multiple individual modules for each brand.

B19: BOBCAT MESH SIGN (w × h)

2000 × 750 mm	BOD1B06A
4000 × 1500 mm	BOD1B06B
Custom dimensions	BOD1B06C

L19: DEALER MESH SIGN (w × h)

2000 × 750 mm	BOD1L06A
4000 × 1500 mm	BOD1L06B
Custom dimensions	BOD1L06C

M19: MULTI BRAND MODULE – MESH SIGN (w × h)

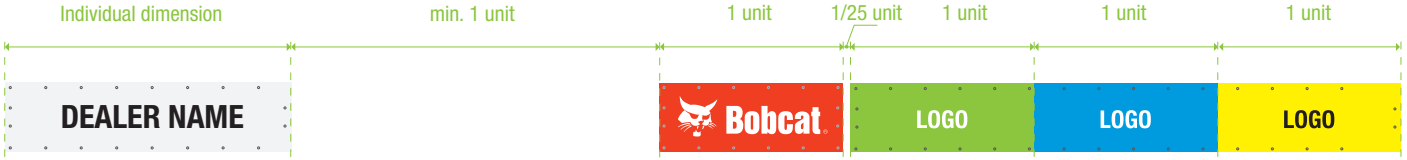
2000 × 750 mm	BOD1M07A
4000 × 1500 mm	BOD1M07B
Custom dimensions	BOD1M07C

EXAMPLE OF THE SIGNAGE POSITION

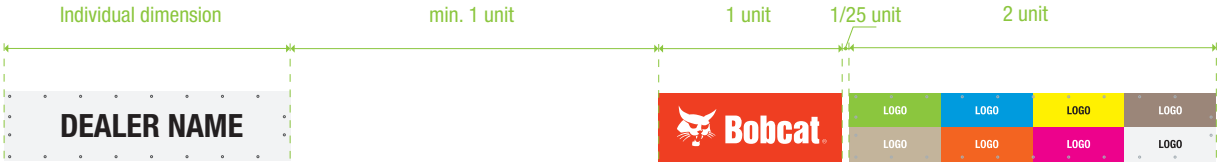
Mesh sign on a fence

Gallery

Horizontal mesh sign



L19: Dealer Mesh Sign **B19:** Bobcat Mesh Sign **M19:** General Mesh Sign

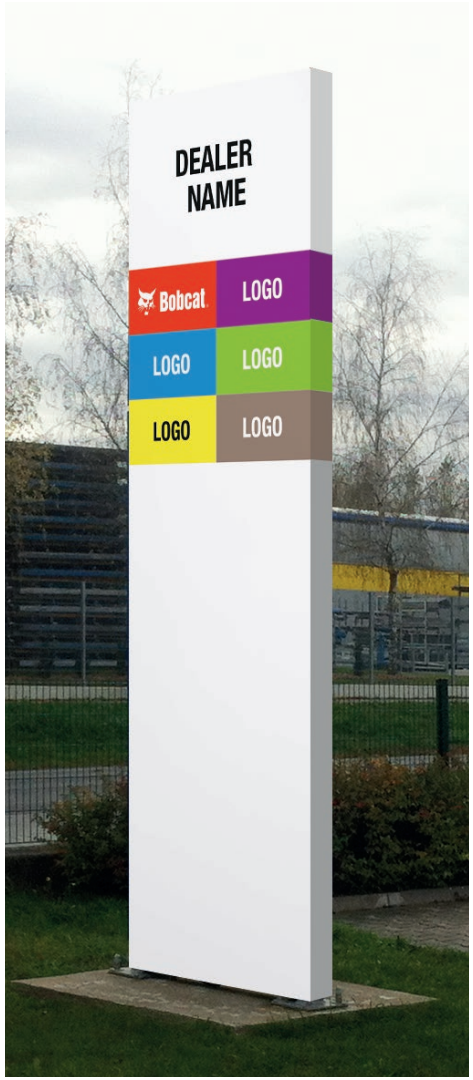


Alternative horizontal layout

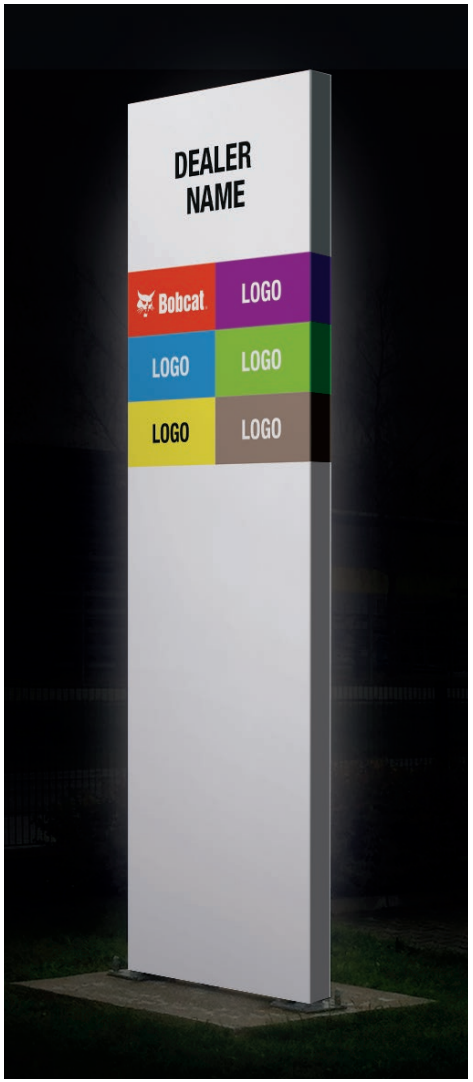
Exterior Multi Brand Elements

EXAMPLE GALLERY

Exterior Signage Multi Brand / Totem, Directional Signs



Totem



Illuminated totem

Direction sign C

Direction sign B

Exterior Signage Multi Brand / Pole sign

Pole sign

Interior Multi Brand Elements

Overview of Interior Elements (3D)

SALES AND RECEPTION VIEW – MULTI BRAND

For the complete list of available common elements (such as posters, banners, leaflet holders, digital kiosks, etc.) please refer to chapter Common Elements on page 141.

Overview of Interior Elements (3D)

OFFICES AND MEETING ROOM – MULTI BRAND

Overview of Interior Elements (3D)

WORKSHOP AND STORAGE VIEW

List of Interior Multi Brand Elements

ELEMENT NAME		PAGE
M27	Reception Desk – Wall Panel	130
M28	Reception Desk	130
B29	Interior Logo 3D – Bobcat	131
M29	Interior Logo 3D – Other	131
B30	Display Bobcat	132
M30	Display Other	132
M31	Directional Sign	133
M32	Department Sign	134
M33	Room Nameplates	135

M28 Reception Desk

The wall behind the reception desk consists of a 3 mm PVC plate with a Bobcat logo and a dealership name printed directly on. It is installed on a clean and flat base using double-sided adhesive tape.

M27: RECEPTION DESK WALL (w × h)

800 × 2750 mm	BOD2D01A

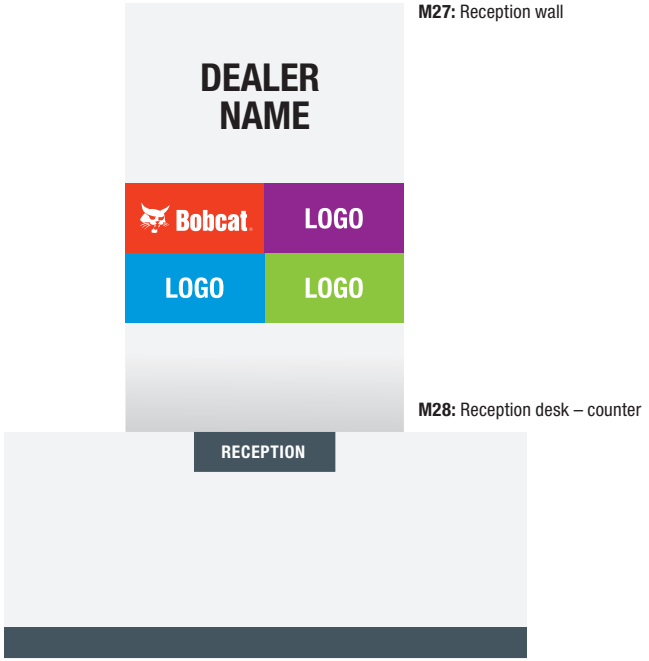
M28: RECEPTION DESK – COUNTER (BLUEPRINT, w × h × d)

1800 × 900 (1100) × 700 mm	BOD4D01A

Available as a blueprint for local production only

EXAMPLE OF THE SIGNAGE POSITION

Gallery



M27: Reception wall

M28: Reception desk – counter

Interior 3D Logo

B29
M29

An interior 3D Bobcat logo (black variant) in a variety of sizes made of individual PVC letters and a Bobcat head.

Dimension variants of individual modules are specified in the table below.

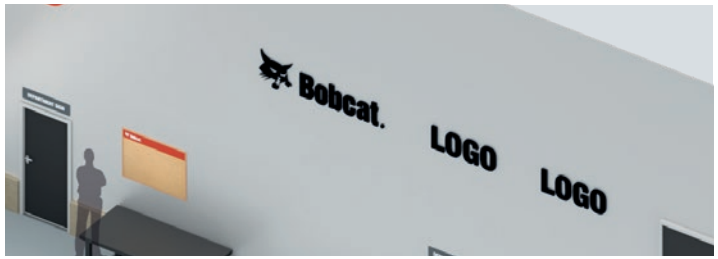
B29: INTERIOR 3D LOGO BOBCAT (w × h)

2000 × 550 mm	B0D2B13A
Custom dimensions	B0D2B13B

M29: INTERIOR 3D LOGO OTHER (w × h)

Custom × 550 mm	B0D2M13A
Custom dimensions	B0D2M13B

EXAMPLES OF THE SIGNAGE POSITION



Gallery

B29: Interior 3D logo – Bobcat

M29: Interior 3D logo – Other

B30
M30

Display

Double-sided litho-laminated display hanging on silicone strands used to designate any relevant part of the premises.

Dimension variants of individual modules are specified in the table below.

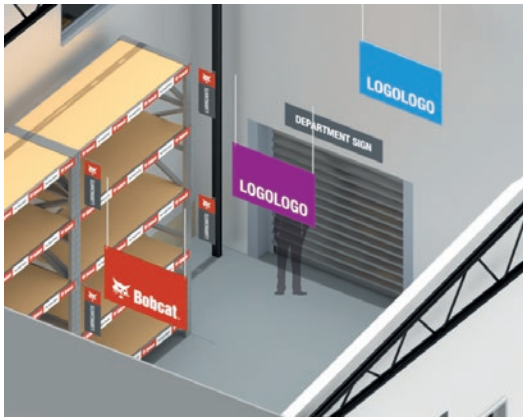
B30: DISPLAY BOBCAT (w × h)

1500 × 960 mm	B0D2B11A
980 × 625 mm	B0D2B11B

M30: DISPLAY OTHER (w × h)

1500 × 960 mm	B0D2M11A
980 × 625 mm	B0D2M11B

EXAMPLE OF THE SIGNAGE POSITION



Gallery

B30: Display – Bobcat

M30: Display – Other

M30: Display – Other

Directional Sign – Wall-Mounted

M31

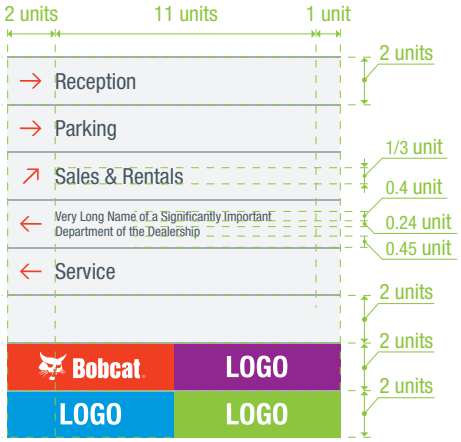
The interior directional sign is made of 5 mm PVC plate mounted on a clean and flat base using double-sided adhesive tape. The content itself is a cut-out graphic made of multiple colored films.

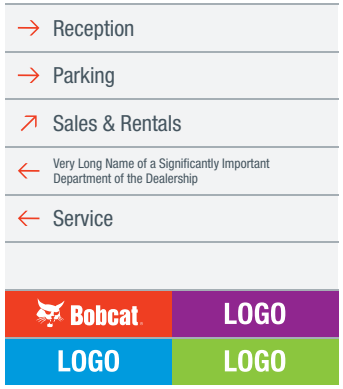
Dimensions can be customized (scaled proportionally) according to available space with minimum recommended width of 600 mm.

M31: DIRECTIONAL SIGN – WALL-MOUNTED (w × h)

1000 × 1000 mm	**B0D2D04B**
Custom dimensions	**B0D2D04D**

EXAMPLE OF THE SIGNAGE POSITION





M32 Department Sign

The interior department sign is printed on a 5 mm thick PVC panel or debond panel for better durability. This sign is available in a variety of sizes to meet the requirements of the site.

M32: DEPARTMENT SIGNS (w × h)

760 × 300 mm (PVC)	BOD2M05A
Custom dimensions (PVC)	BOD2M05B
760 × 300 mm (debond)	BOD2M05C
Custom dimensions (debond)	BOD2M05D

EXAMPLE OF THE SIGNAGE POSITION

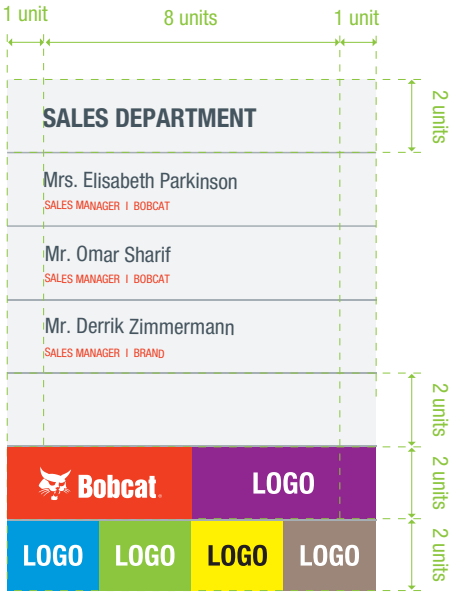
Room Nameplates

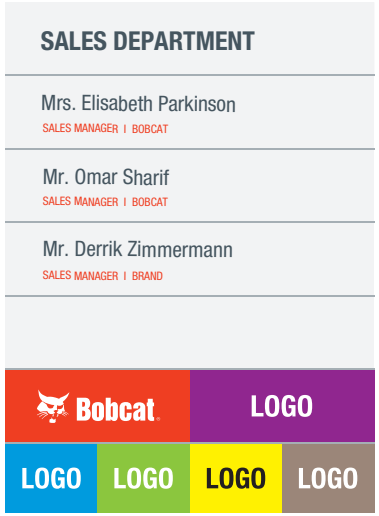
Room nameplates made of 5 mm thick PVC panel mounted on a clean and flat wall next to doors. The content itself is digitally printed onto the panel.

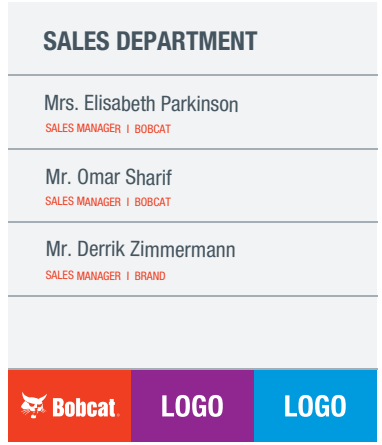
M33: ROOM NAMEPLATE (w × h)

210 × 294 mm	BOD2M06B

EXAMPLE OF THE SIGNAGE POSITION



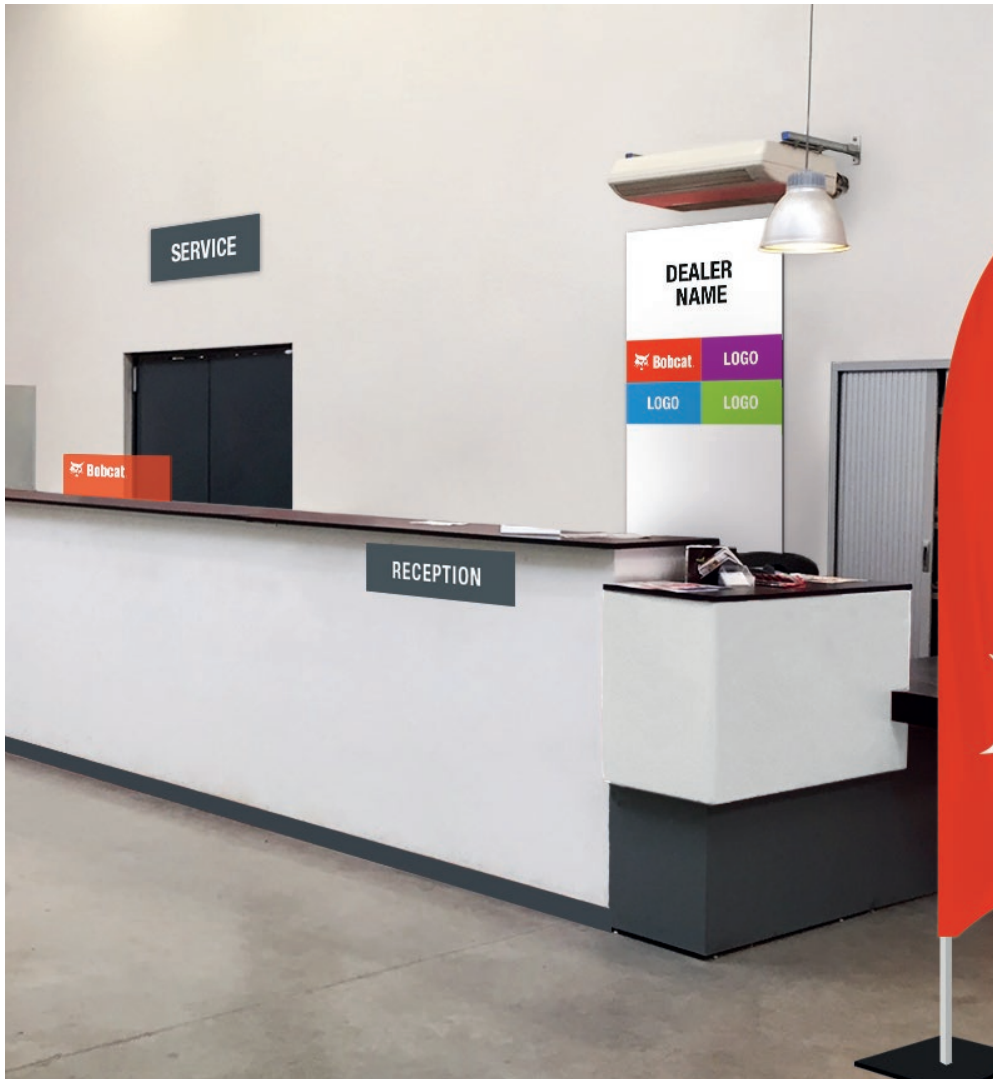




Interior Multi Brand Elements

EXAMPLE GALLERY

Interior Signage Multi Brand / Reception, Department Sign



Adjusted existing desk counter, interior department sign, screen surround, beach flag

Interior Signage Multi Brand / Reception Wall and Desk

Reception desk/counter, Bobcat branded wall behind reception desk

Interior Signage Multi Brand / Room Nameplates, Interior Directional Sign, Display

Room nameplates

Interior directional sign, department sign

Shelf flag B, display

APPLICATIONS

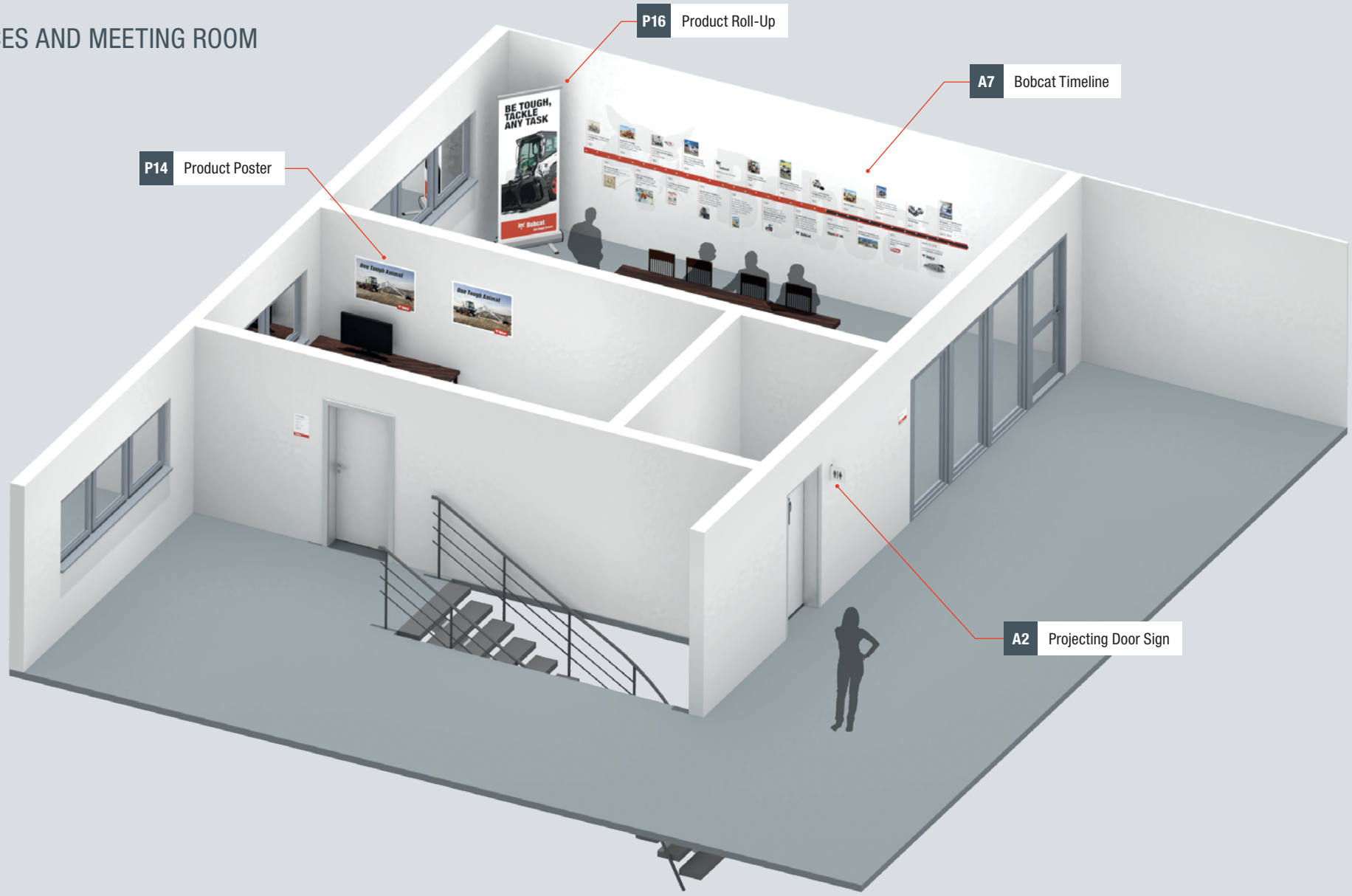
05 Common Elements

Overview of Common Elements (3D)

SALES AND RECEPTION VIEW

Overview of Common Elements (3D)

OFFICES AND MEETING ROOM



Overview of Common Elements (3D)

WORKSHOP AND STORAGE VIEW

List of Common Elements

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ELEMENT NAME		PAGE
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ELEMENT NAME		PAGE
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A8	Tent, version A	201
A9	Tent, version B	202
A10	Passenger Car	203
A11	Van	204
A12	Clothing Accessories	205

Point of Sale

FACILITIES SUPPORTING PRODUCTS SALE
AT POINT OF SALE

P1 Wall Element A4 for 2 or 4 pcs

Wall-mounted metallic panel in various sizes and with perforation for an easy attachment of various leaflet holders or accessories.

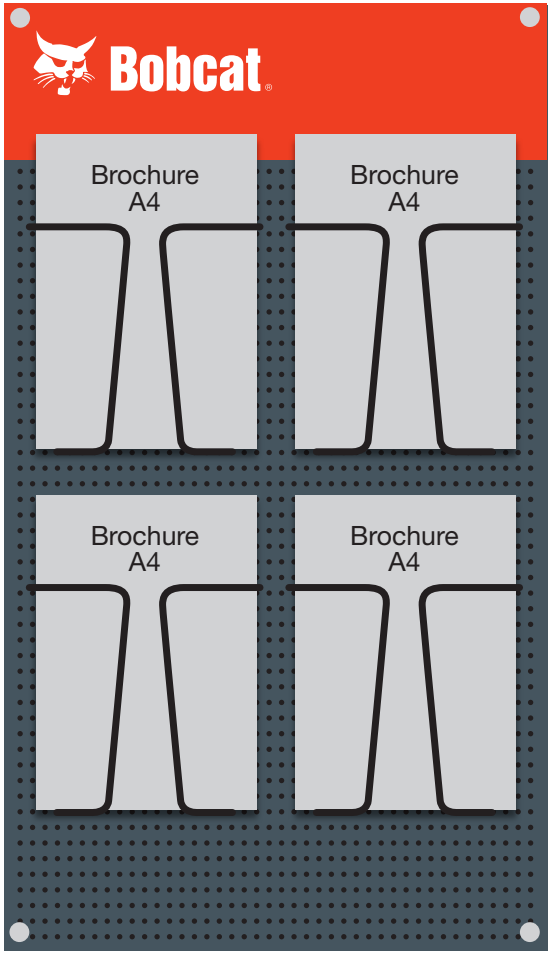
Leaflet holders of various sizes and other accessories can be obtained separately. For available options, see bobcat-shop.com.

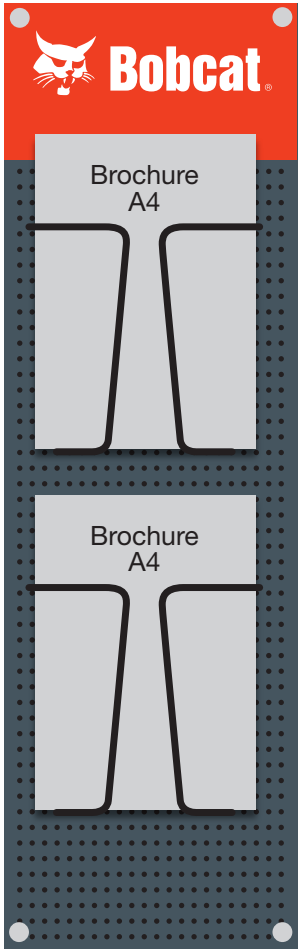
P1: WALL ELEMENTS (w × h × d)

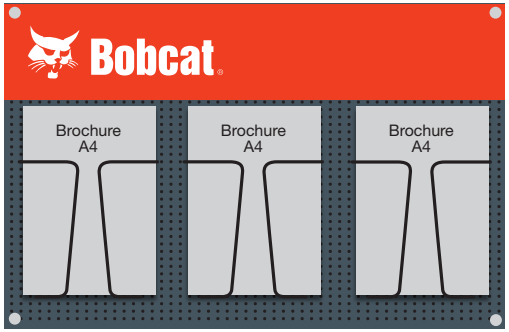
265 × 800 × 30 mm	BOD2B02A
460 × 800 × 30 mm	BOD2B02B
800 × 460 × 30 mm	BOD2B02C

WALL ELEMENT ACCESSORIES

Wired A4 leaflet pocket	BOD2B02G
Wired A5 leaflet pocket	BOD2B02H
Wired DL leaflet pocket	BOD2B02I

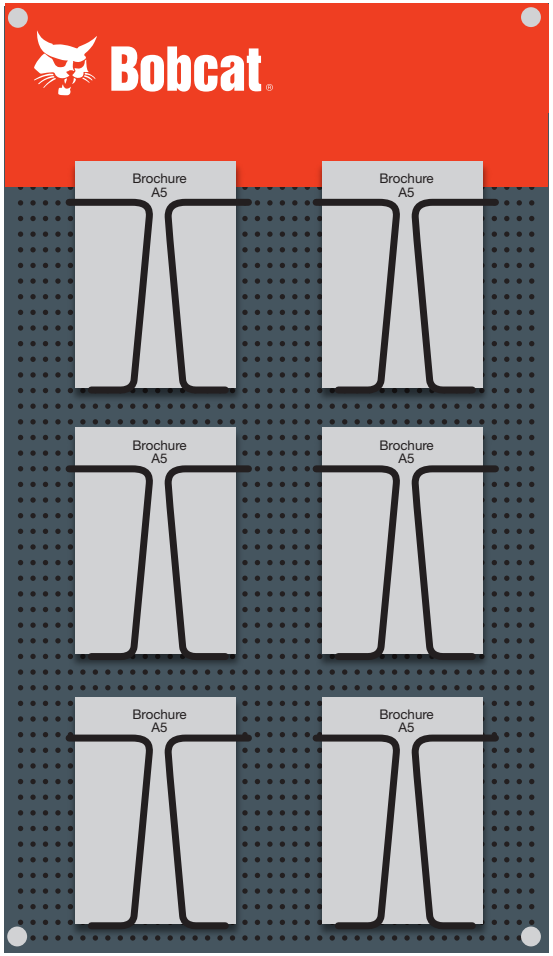


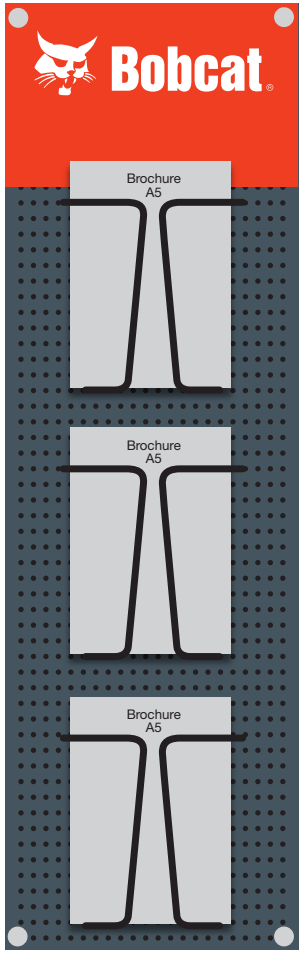


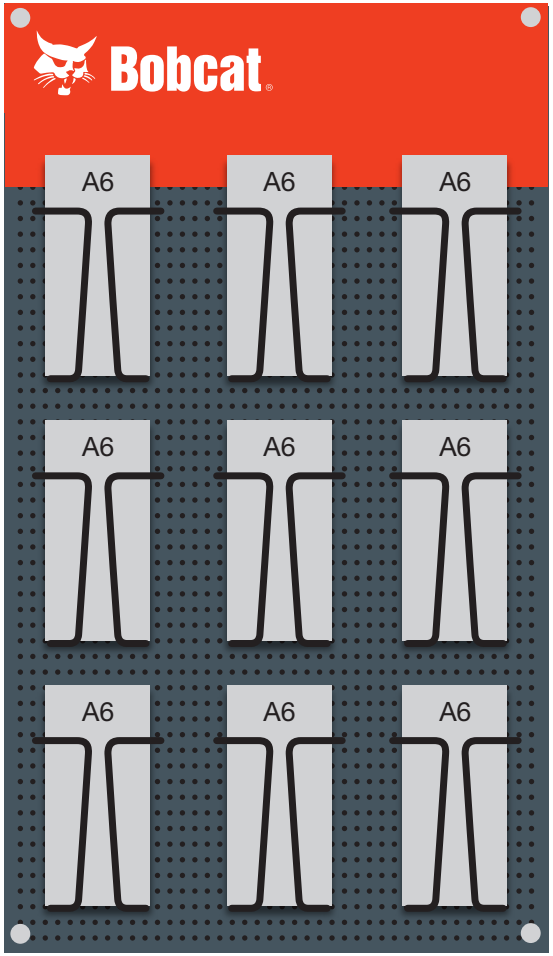


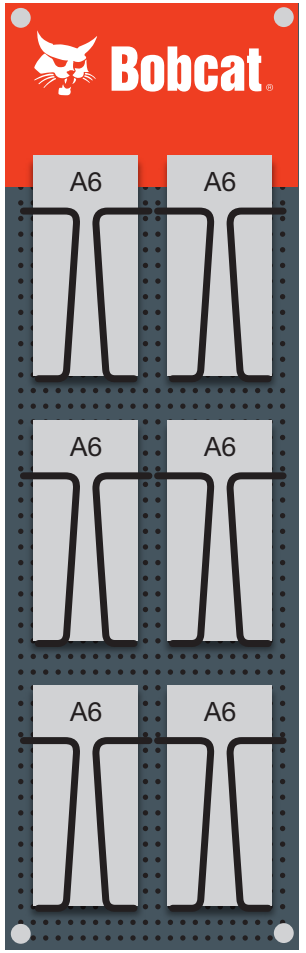
Gallery

Wall Element A5 for 3 or 6 pcs and DL for 6 or 9 pcs









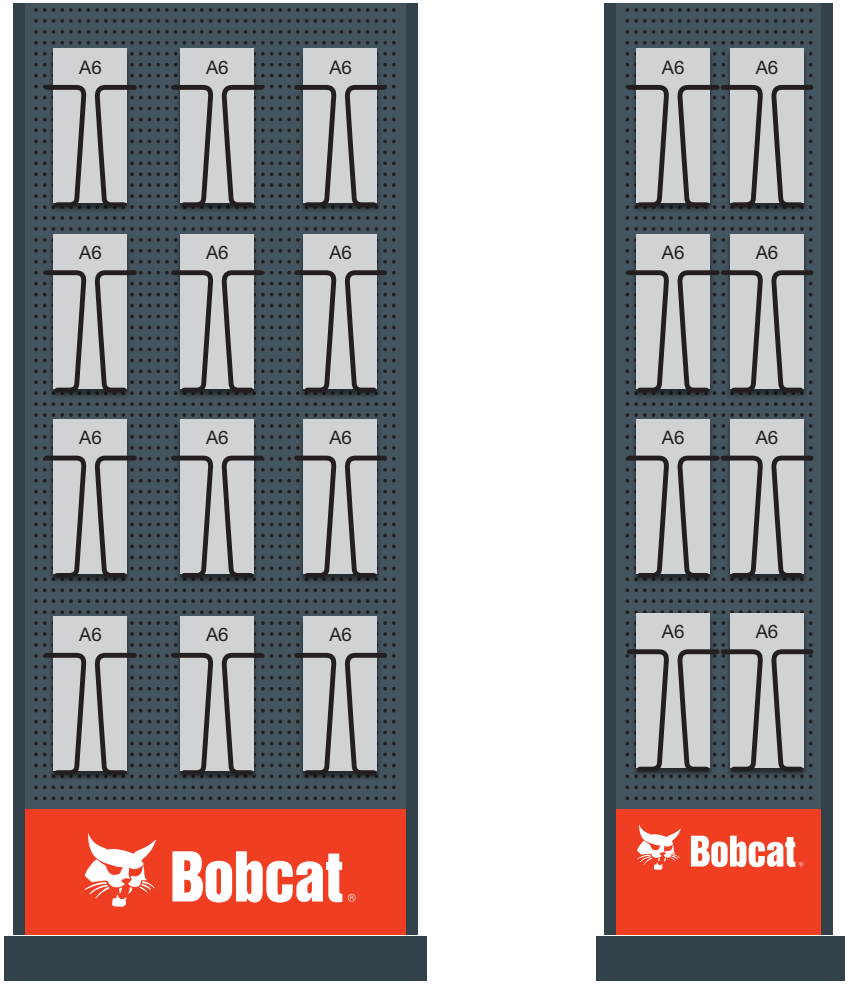
P2 Double Sided Tower Stand

Self-supporting metallic tower stand in various sizes and with perforation for an easy attachment of various leaflet holders or accessories.

Leaflet holders of various sizes and other accessories can be obtained separately. For available options, see bobcat-shop.com.

P2: DOUBLE-SIDED TOWER STAND (w × h × d	
265 × 1600 × 400 mm	BOD2B03A
460 × 1600 × 400 mm	BOD2B03B

TOWER STAND ACCESSORIES	
Wired A4 leaflet pocket	BOD2B03G
Wired A5 leaflet pocket	BOD2B03H
Wired DL leaflet pocket	BOD2B03I
Hook for hanging	BOD2B03J



Shelf Stoppers A

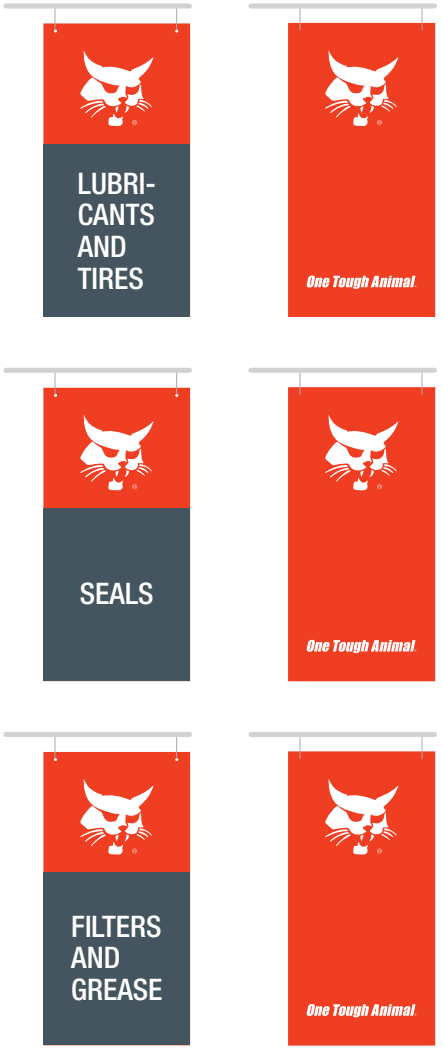
P3

Shelf Stoppers are placed vertically on a shelf, perpendicular to the aisle. Their purpose is to highlight the goods located on the shelf.

P3: SHELF STOPPERS A (w × h)	
200 × 400 mm	BOD3001A
Magnetic holder	BOD3001B

Version A – with product categories

Version B – with logo and tagline



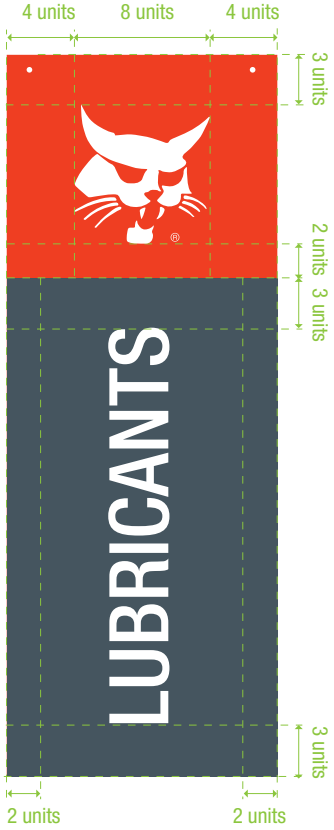
Gallery

P4 Shelf Stoppers B

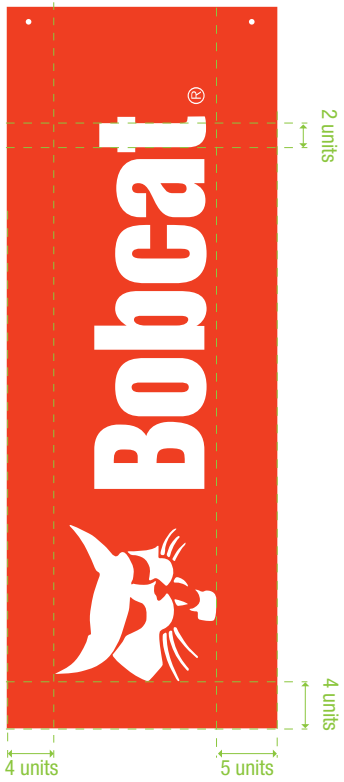
Shelf Stoppers are placed vertically on a shelf, perpendicular to the aisle. Their purpose is to highlight the goods located on the shelf.

P4: SHELF STOPPERS B (w × h)

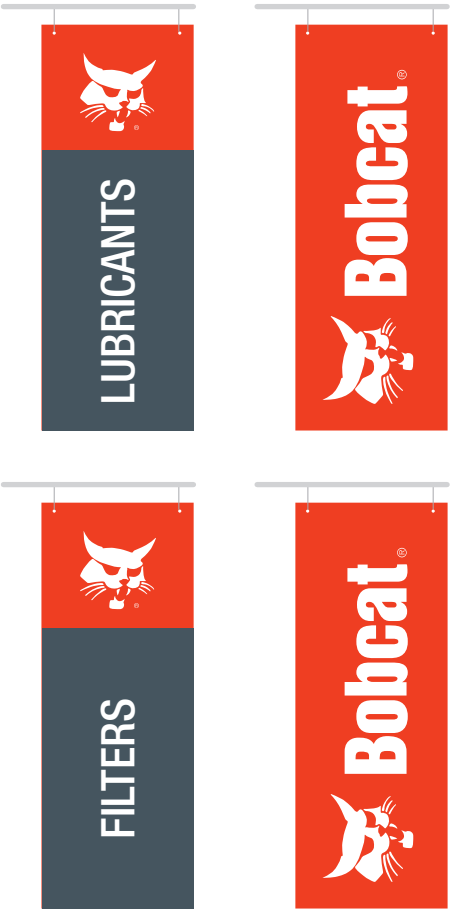
300 × 800 mm	BOD3002A
Magnetic swing arm	BOD3002B



Version A – with product categories



Version B – with logo and tagline



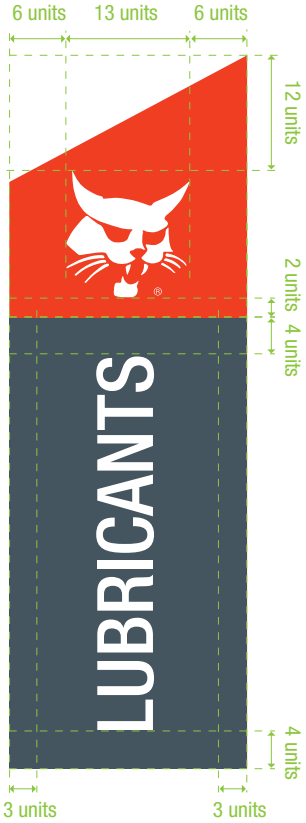
Gallery

Shelf Flags A

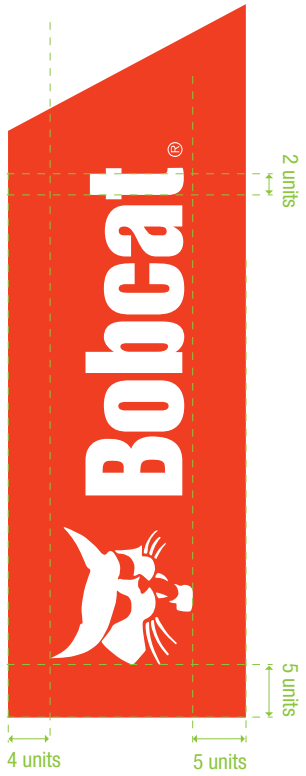
P5

Similar to shelf stoppers, shelf flags are used to label goods on shelves and to attract the customer's attention to a certain group of products.

P5: SHELF FLAGS A (w × h)	
300 × 1000 mm (hard paper)	BOD3003A
300 × 1000 mm (blockout banner)	BOD3003B
Flag holder	BOD3003G



Version A – with product categories



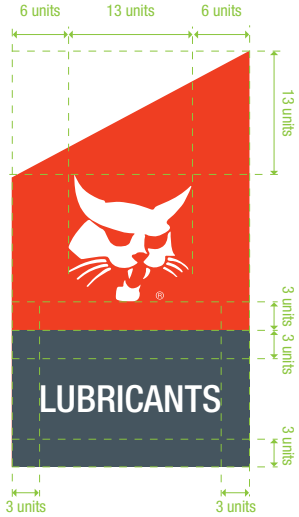
Version B – with logo and tagline

Gallery

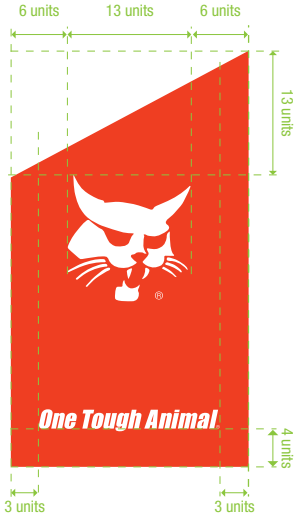
P6 Shelf Flags B

Similar to shelf stoppers, shelf flags are used to label goods on shelves and to attract the customer's attention to a certain group of products.

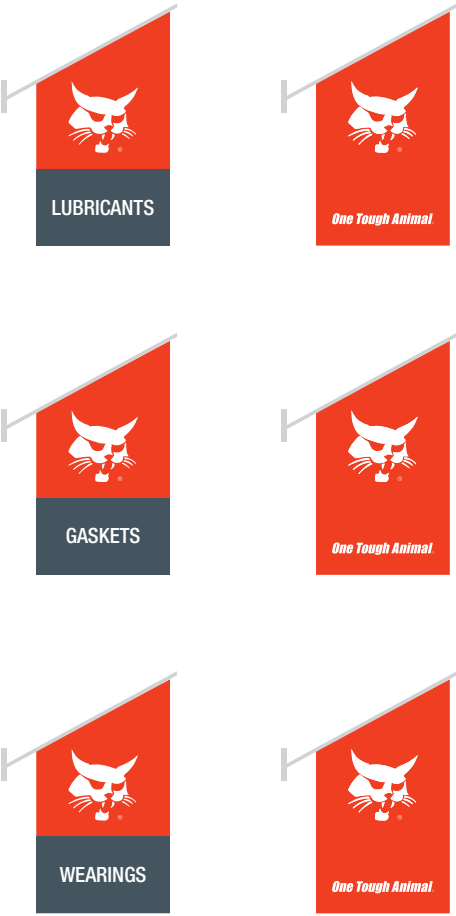
P6: SHELF FLAGS B (w × h)	
200 × 350 mm (hard paper)	BOD3004A
200 × 350 mm (blockout banner)	BOD3004B
Flag holder	BOD3003G



Version A – with product categories



Version B – with logo and tagline

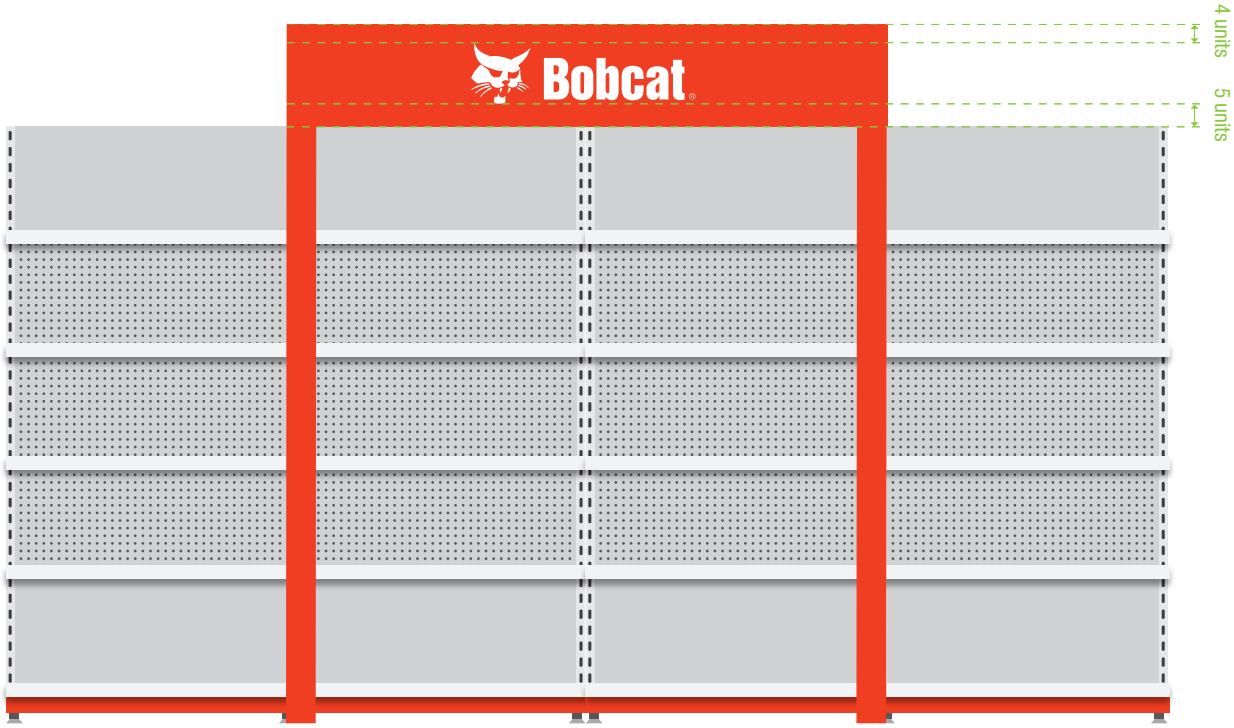


Gallery

Shelf Decoration

Shelf decoration is used to highlight a group of goods. The shelf decoration is made of PVC and its dimensions are tailored to the client's needs.

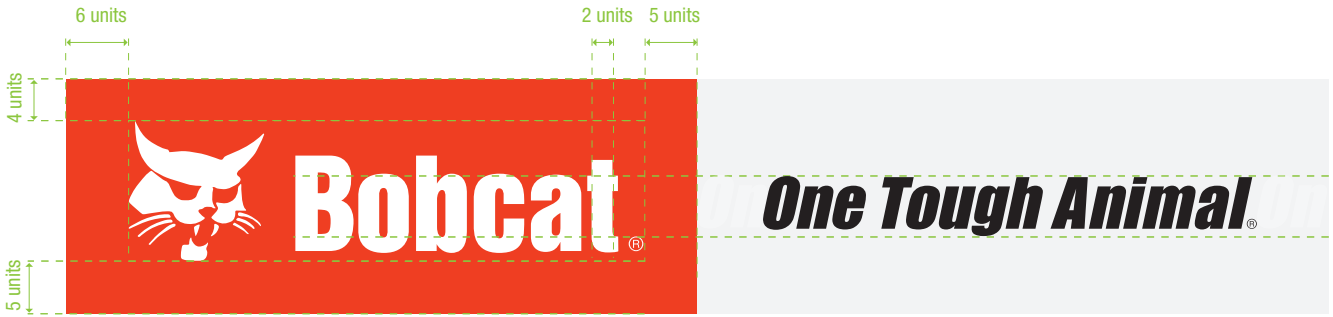
P7: SHELF DECORATION (w × h)	
Custom	BOD3005A



P8 Shelf Brand Bar

Shelf brand bars are used to label and highlight front portions of gondola shelves. Brand bars are supplied as a sticker with a coil of 66 meters.

P8: SHELF BRAND BAR (w × h)	
5 m × 38 mm	BOD3006A
5 m × 75 mm	BOD3006B
5 m × 150 mm	BOD3006C

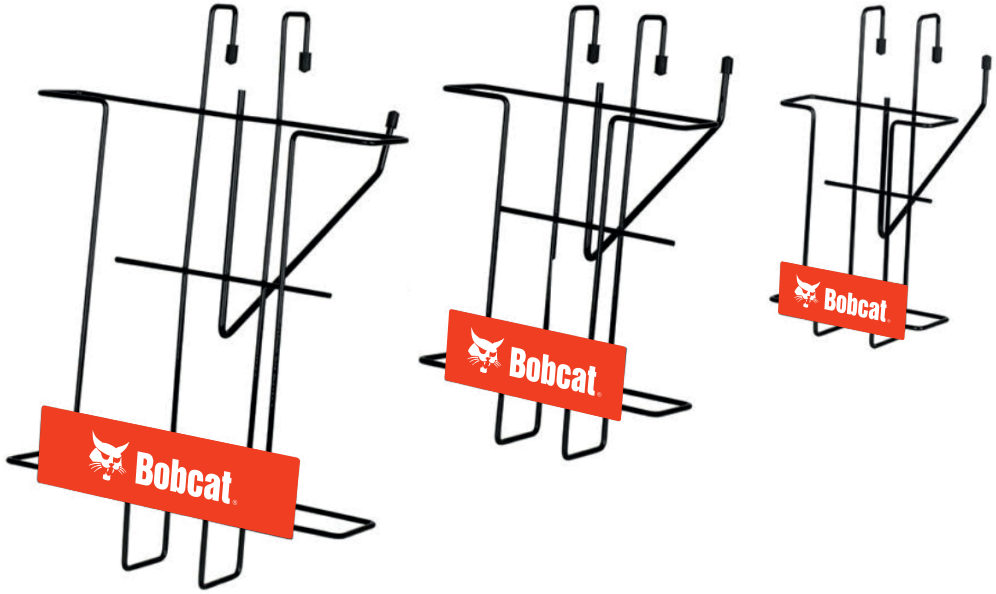


Gallery

Shelf Leaflet Holder

Bobcat branded leaflet holder suitable for product shelves equipped with price tag bars.

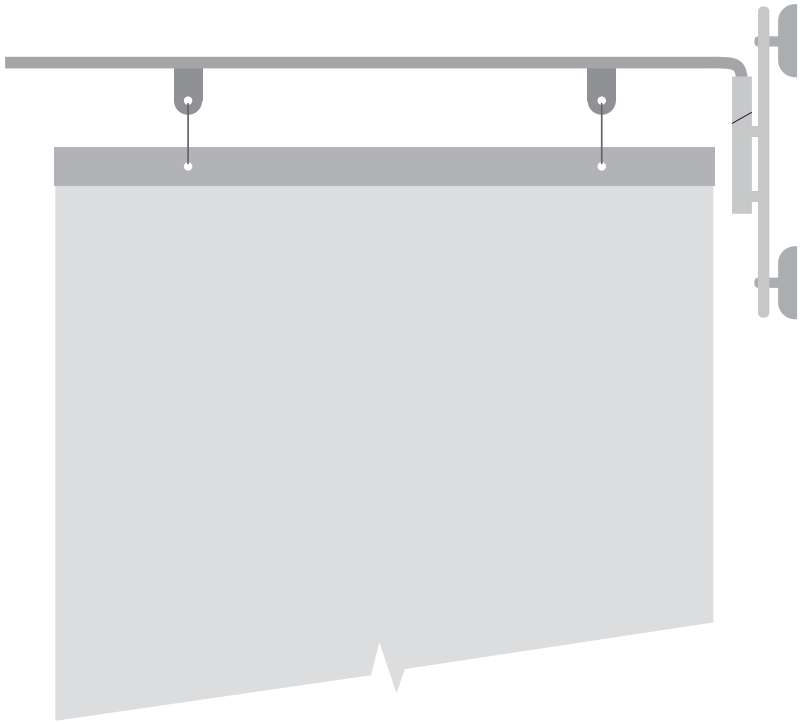
P9: SHELF LEAFLET HOLDER (w × h)	
For A4 leaflets	BOD3007A
For A5 leaflets	BOD3007B
For DL leaflets	BOD3007C



P10 Shelf Leaflet Pocket

A plastic leaflet pocket mounted on a swinging magnetic arm. The pocket and arm are ordered separately.

P10: SHELF LEAFLET POCKET (w × h)	
Pocket for A4 leaflets	BOD3008A
Pocket for A3 leaflets	BOD3008B
Magnetic arm	BOD3008G



Shelf Tags

P11

Shelf tags can be used to label a group of goods on the shelf. There are two available options: with charcoal gray background for new goods, and with white background for price tags and other handwritten texts.

P11: SHELF TAGS (w × h)

210 mm × 60 mm	**BOD3009A**
Price tag holder/pocket	**BOD3009B**

Gallery

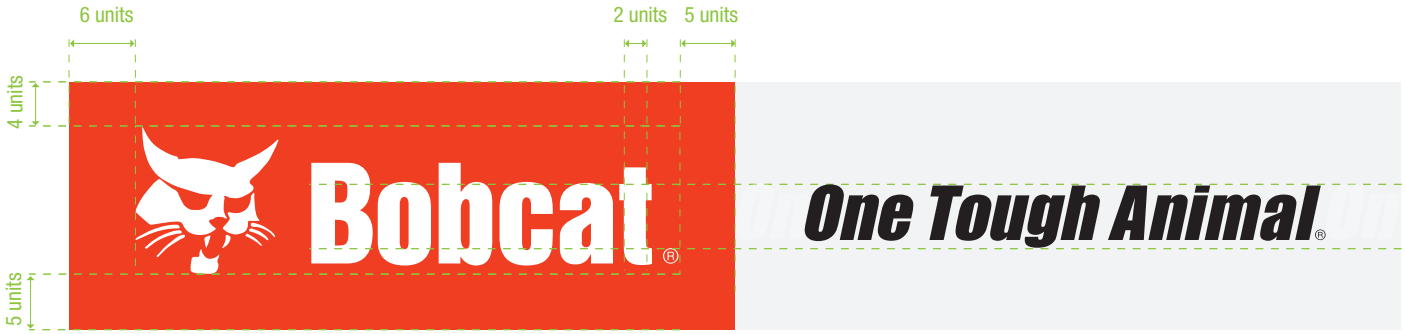
P12 Palette Wrapper Thin

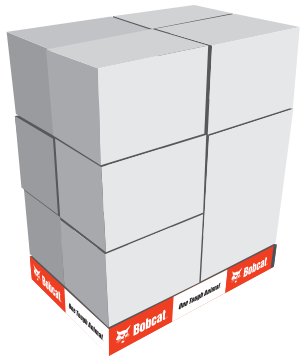
Palette wrappers are used to label merchandise on palettes, especially when the merchandise is packed in unlabeled boxes. There can be two types of wrappers. The first one is used to label the palette itself.

The second (wider) one is used to label the goods on the palette.

P12: PALETTE WRAPPER (w × h)

150 mm × 25 m	BOD3010A





Palette Wrapper Wide

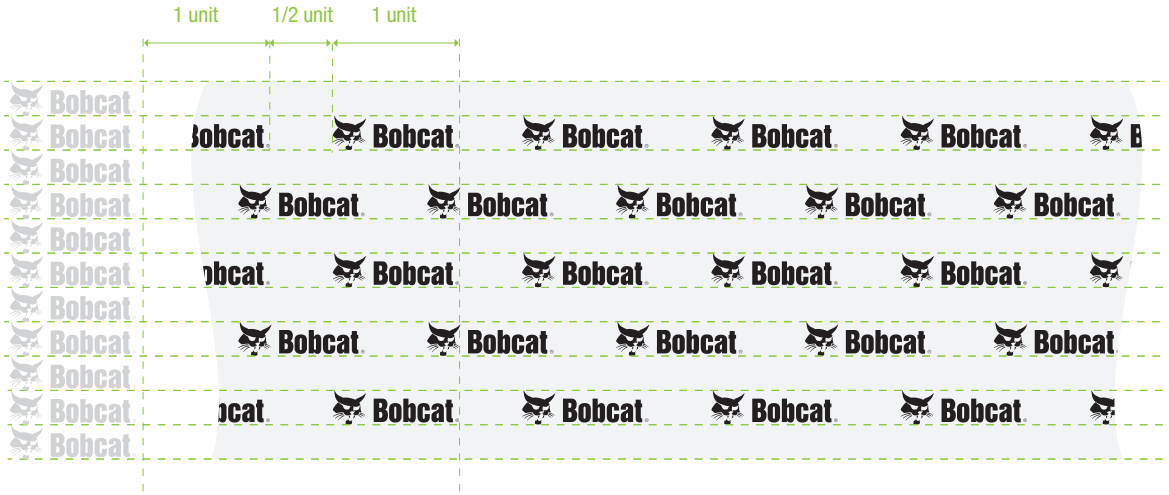
P13

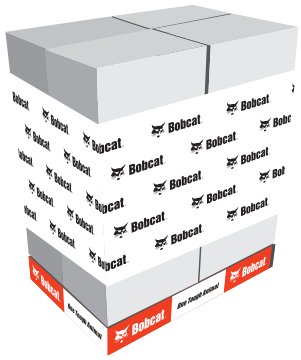
Palette wrappers are used to label merchandise on palettes, especially when the merchandise is packed in unlabeled boxes. There can be two types of wrappers. The first one is used to label the palette itself.

The second (wider) one is used to label the goods on the palette.

P13: PALETTE WRAPPER (w × h)

500 mm × 204 m	BOD3011A





P15 Product Posters

Product posters can be used to decorate store walls. The basic variant is consists of a print on a 5 mm thick PVC panel without a frame.

Alternatively, the poster can consist of a PVC panel with the motif applied onto a sticker for a much higher print quality. The poster is mounted on the wall using double-sided adhesive tape. Posters can also be framed in Nielsen frames, which can be supplied too.

The poster motif can be selected from photos within Bobcat MediaHub.

P14: RODUCT POSTER – UV PRINT (w × h)	
594 × 420 mm (A2)	BOD3012A
841 × 594 mm (A1)	BOD3012D

P15: PRODUCT POSTER – STICKER (w × h)	
594 × 420 mm (A2)	BOD3012B
841 × 594 mm (A1)	BOD3012E

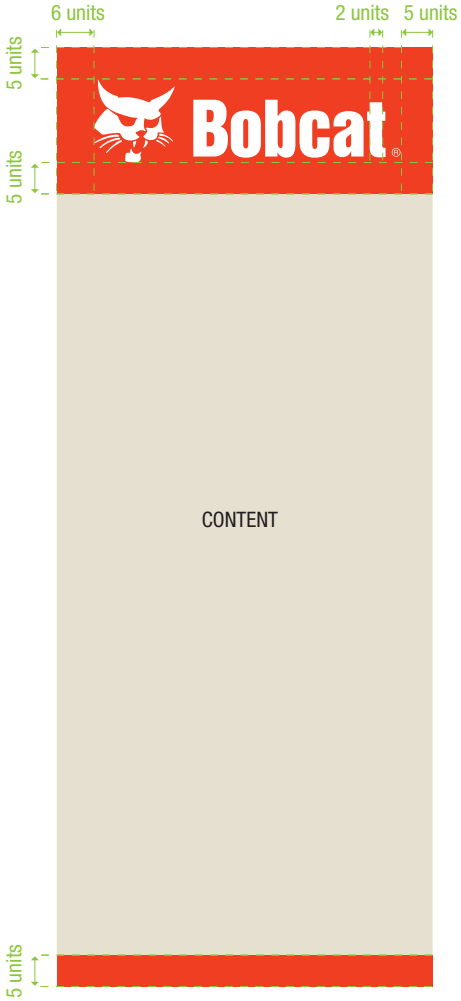
OPTIONAL PRODUCT POSTER ACCESSORIES (w × h)	
Nielsen frame for A2 poster	BOD3012C
Nielsen frame for A1 poster	BOD3012F

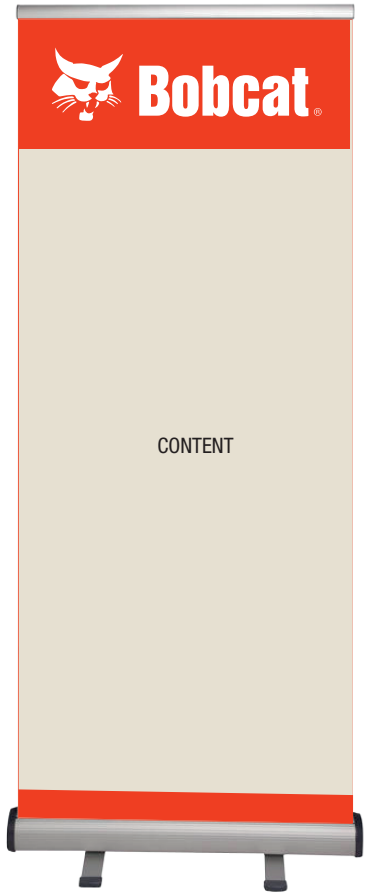
Roll-up

Roll-up: the printed banner is clamped into a bar at the top and glued into a mechanism at the bottom. This allows easy and quick setup. Two tilting stands ensure good stability. The printed banner is not included.

P16: ROLL-UP (w × h)

800 × 2000 mm	BOD3013A





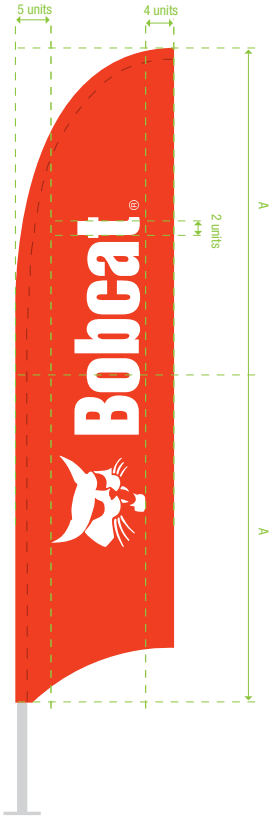
P17 Beach Flag

Beach flags with aluminum stand with stable and easy construction.

The flag is digitally printed with the Bobcat logo. Flag base is included.

P17: BEACH FLAG

Beach flag	BCGDA4001



Gallery

Bobcat Floor Elements

P18
P19

A Floor Sticker – The Track/Paws

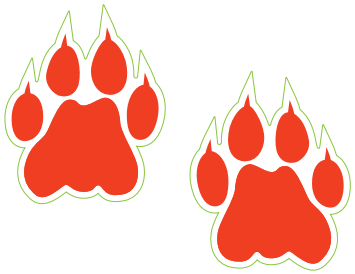
Lightening store element. Leads customers to Bobcat products using tracks. 20 pieces per set.

P18: FLOOR STICKER – THE TRACK/PAWS (w × h)	
100 × 100 mm	BOD2B08A

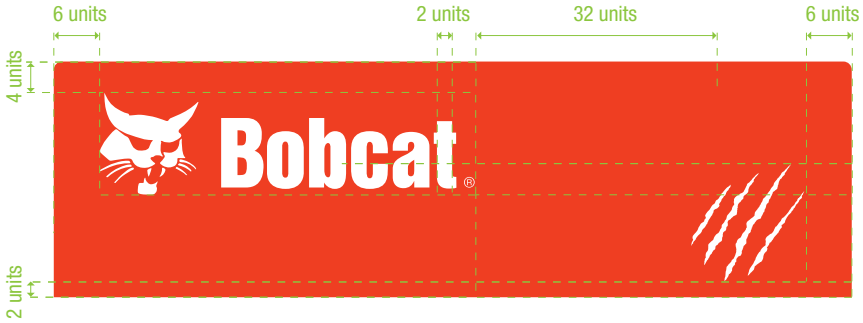
A Floor Sticker – The Product Zone

A floor sticker used as a support for the Bobcat product area. Can be used to logically divide and rhythmize the area.

P19: FLOOR STICKER – THE PRODUCT ZONE (w × h)	
1000 × 300 mm	BOD2B09A
Custom size	BOD2B09B



P18: Floor sticker – the track/paws



P19: Floor sticker – the product zone

P20 Product Information Stand

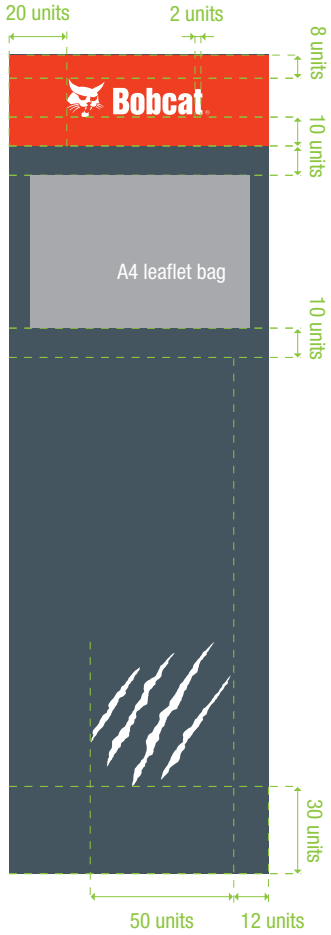
The interior information stand is available in two variants. The narrow version is primarily intended for use with an A3 or A4 leaflet in a pocket. The wider variant is intended for use with cut-out graphics. The information stand is suitable as a complement to the merchandise and services presented.

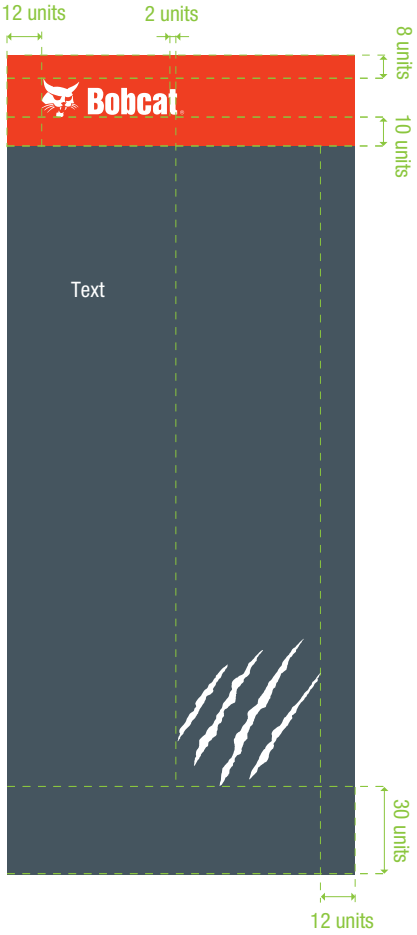
P20: PRODUCT INFORMATION STAND (w × h × d)

300 × 1050 × 350 mm	BOD3017A
300 × 1650 × 350 mm	BOD3017B
700 × 1050 × 350 mm	BOD3017C
700 × 1650 × 350 mm	BOD3017D

ACCESSORIES

Acrylic pocket for A3 leaflet	BOD3018A
Acrylic pocket for A4 leaflet	BOD3018B
Custom cut-out graphics	BOD3018C





Gallery

Digital Display Stand

P21

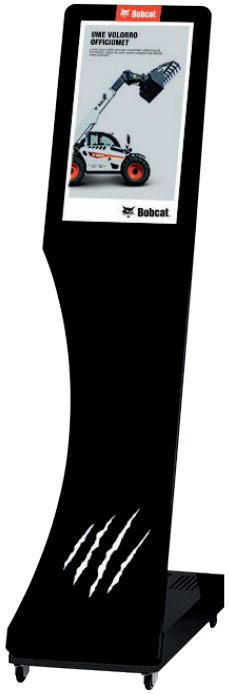
Interior multimedia stand with touchscreen, suitable for visitor/client/employee etc. communication.

The stand is available in variants with 24" (landscape) or 15.6" (portrait) full-HD displays with integrated touchscreens. Both include a WiFi connection and an integrated web browser in kiosk mode for easy presentation of custom information.

Custom applications for presenting information are available on request at additional cost.

P21: DIGITAL DISPLAY STAND (w × h × d)

24" landscape	636 × 1666 × 452 mm	BOD3014A
15.6" portrait	257 × 1125 × 505 mm	BOD3014B



P22 iPad/Tablet Holder

Desktop Kiosk for iPad offers a smart solution for presentation at any reception desk or sales counter.

Fixed viewing angle invites visitors to view when positioned on the table. The holder is compatible with 7, 10 and 13 inch tablets.

In the holder the tablet is secured by three grips and a key lock to reduce the risk of theft. The tablet can also be vertically tilted or rotated into portrait or landscape orientations. Tablet and cables are not included.

P22: IPAD/TABLET HOLDERS

7" Black	**BOD3022B**
10" Black	**BOD3022A**
13" Black	**BOD3022C**

Wobblers

The wobbler is used to highlight a group of goods. The wobbler is made of cardboard and usually is fixed onto gondola shelves.

The editable part of the wobbler is made of white paper and allows for hand written promotion messages.

P23: WOBBLERS (w × h)

60 × 90 mm	BOD3015A

Example of hand written message on wobbler

P24 Tire Holder

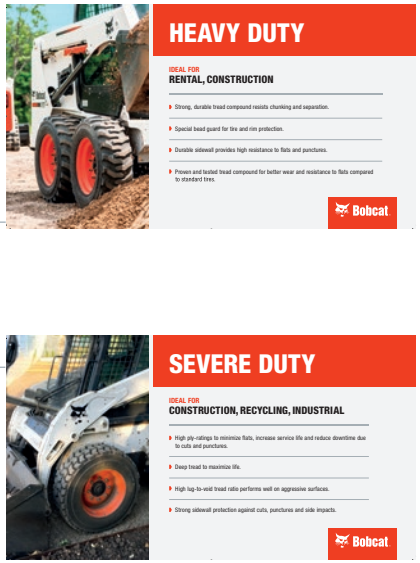
The tire holder segment consists of a steel base holding a tire and a sign in front decorated with the Bobcat logo. Segments can be chained to make a line of tire holders.

Further spare parts holders can be found in the Bobcat Spare parts holders catalog.

P24: DIMENSIONS (w × h × d)

1200 × 1385 × 400 mm	BOD3020A

EXAMPLE OF THE SIGNAGE POSITION



Decals examples

Wall-Mounted Digital Display

P25

Professional full-HD display with slim-depth design, anti-glare screen, IP5X certification and 24/7 operation. Available video inputs are HDMI, DVI or USB. The device can be controlled via a standard Ethernet or WiFi connection and multiple devices can be linked together. The display is compatible with a standard VESA mount.

It is possible to utilize a local supplier if the technical specifications of the digital display are observed.

P25: DIMENSIONS

43" display	**BOD3016A**
49" display	**BOD3016B**
55" display	**BOD3016C**

Point of Sale

EXAMPLE GALLERY

Point of Sale / Wall Element, Beach Flag

Wall element A4 (leaflet holder)

Beach flag

Holder for flags

Point of Sale / Shelf Stoppers B, Shelf Decoration, Product Information Stand, Floor Elements

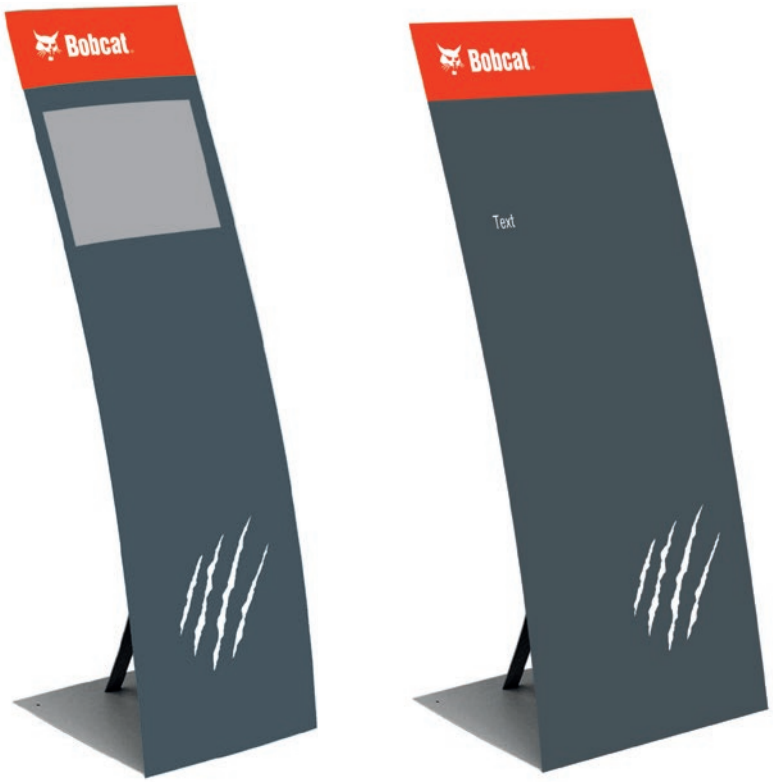
Shelf brand bar, shelf stopper B, shelf flag A

Shelf stopper A, shelf flag B

Floor elements (stickers: The Track & The Product Zone), product information stand, interior department sign

Point of Sale / Shelf Tag Holder

Point of Sale / Product Information Stand & Smart Signage



Office & Shop Furniture

F1 Counters

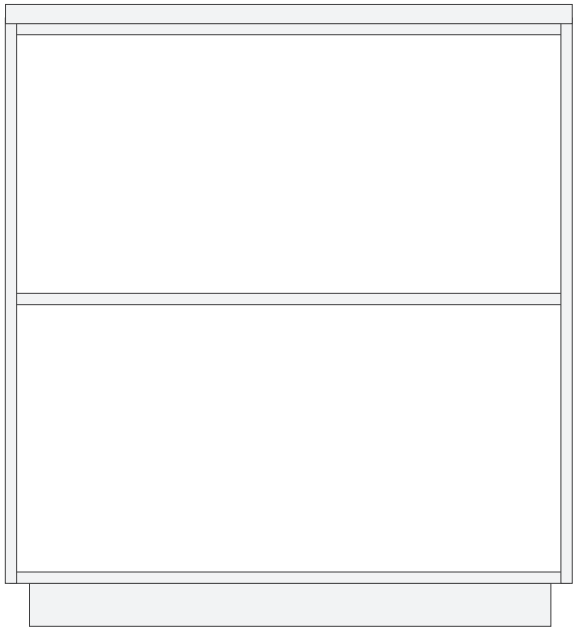
The counter is available in two variants – with doors (B) or without doors (A). Both versions have an adjustable shelf. The version with doors is lockable.

F1: COUNTER A – OPEN (w × h × d)

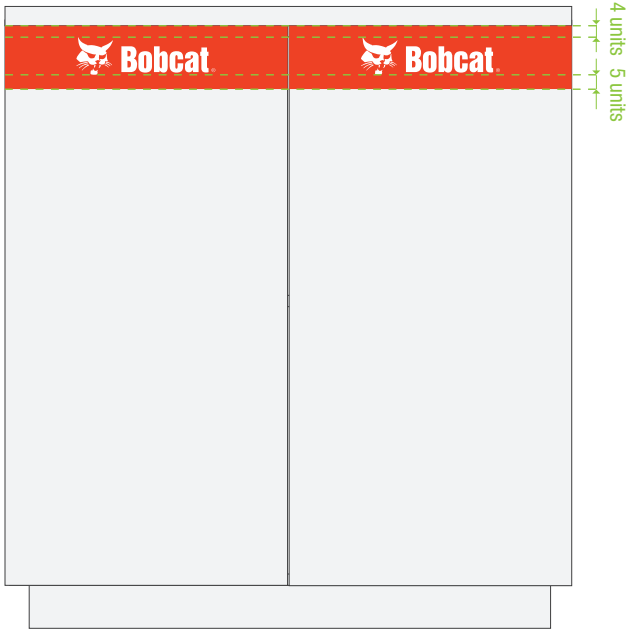
1000 × 1100 × 520 mm	BOD4002A

F1: COUNTER B – LOCKABLE DOORS (w × h × d)

1000 × 1100 × 520 mm	BOD4002B



F1: Counter A – open



F1: Counter B –lockable doors

Glass Showcase Large

The glass showcase comes with lockable doors, and two types of shelves and lighting are available. Shelves can either be fixed in positions with pre-selected spacing or anchored on metal cables, which allows them to be repositioned at will. Lighting is available as spotlights or LED strips.

F2: GLASS SHOWCASE – FIXED SHELVES (w × h × d)

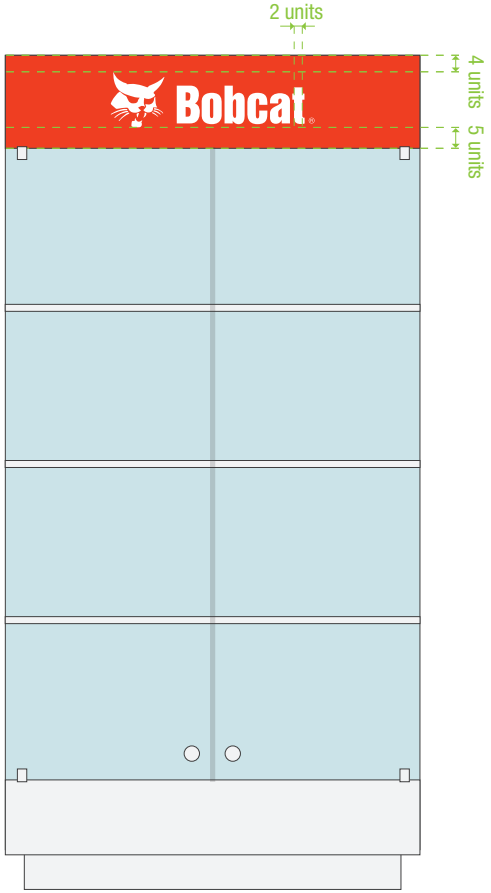
1000 × 2150 × 520 mm	BOD4003A

F2: GLASS SHOWCASE – ADJ. SHELVES (w × h × d)

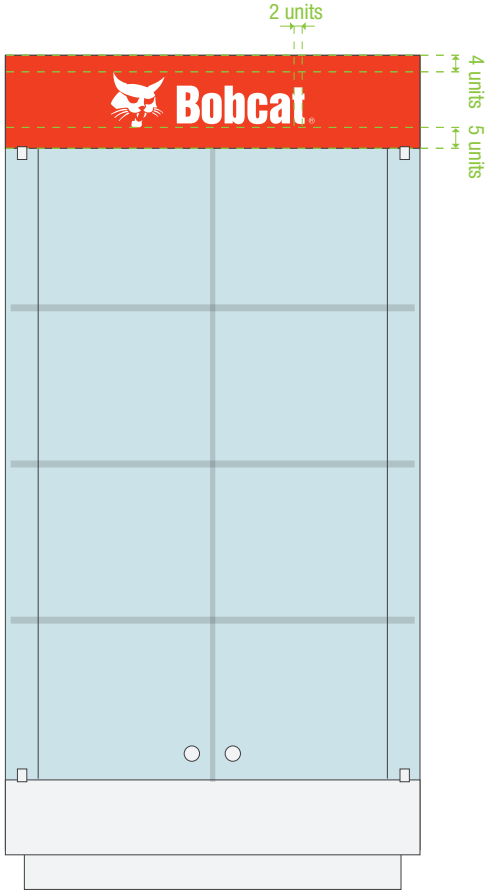
1000 × 2150 × 520 mm	BOD4003B

GLASS SHOWCASE – ACCESSORIES

Showcase ceiling lighting (3 lights)	BOD4003G
Showcase LED strips (2 strips)	BOD4003H
Extra glass shelves for adj. showcase	BOD4003I



F2: Large glass showcase with fixed shelves



F2: Large glass showcase with adjustable shelves

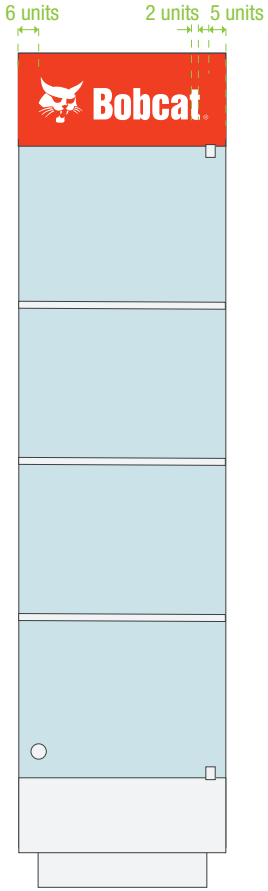
F3 Glass Showcase Narrow

The glass showcase comes with lockable doors, and two types of shelves and lighting are available. Shelves can either be fixed in positions with pre- selected spacing or anchored on metal cables, which allows them to be repositioned at will. Lighting is available as spotlights or LED strips.

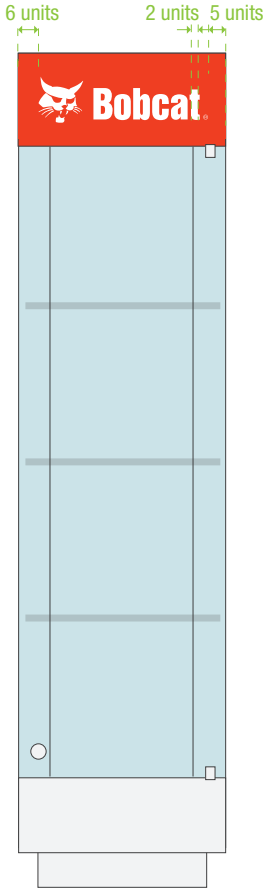
F3: GLASS SHOWCASE – FIXED SHELVES (w × h × d)	
500 × 2150 × 520 mm	BOD4004A

F3: GLASS SHOWCASE – ADJ. SHELVES (w × h × d)	
500 × 2150 × 520 mm	BOD4004B

GLASS SHOWCASE – ACCESSORIES	
Showcase ceiling lighting (3 lights)	BOD4004G
Showcase LED strips (2 strips)	BOD4004H
Extra glass shelves for adj. showcase	BOD4004I



F3: Narrow glass showcase with fixed shelves



F3: Narrow glass showcase with adjustable shelves

F5

Gondolas

Gondolas can be ordered in single or double-sided variants and in a wide range of dimensions (height 1000–2600 mm, width 625–1330 mm). The depth of the shelf can be 300–600 mm. The basic gondola consists of two stands, back panels, and shelves according to requirements. Add-on modules have one stand only. A gondola roof is an optional accessory.

F4: SINGLE-SIDED GONDOLA (w × h × d)

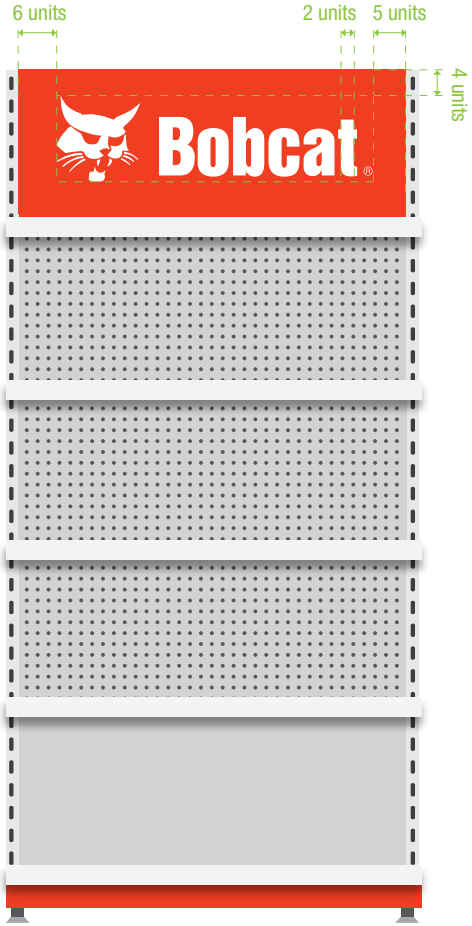
Perforated back	1000 × 2400 mm – 500 mm	BOD4005A
Solid back	1000 × 2400 mm – 500 mm	BOD4005B

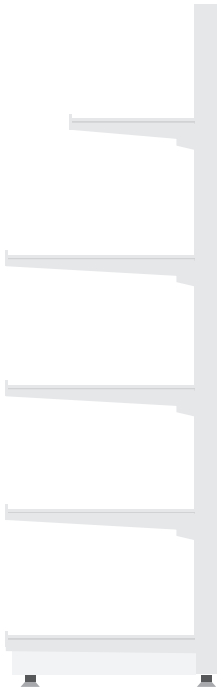
F5: DOUBLE-SIDED BACK GONDOLA (w × h × d)

Perforated back	1000 × 2400 mm – 2 × 500 mm	BOD4006A
Solid back	1000 × 2400 mm – 2 × 500 mm	BOD4006B

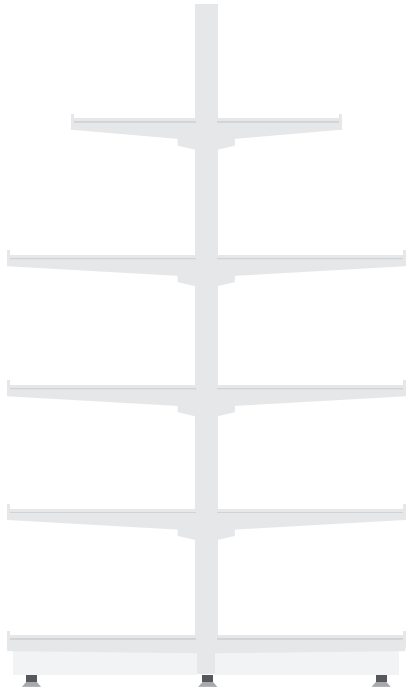
GONDOLA ACCESSORIES

Dual hook 100 mm	BOD4005G
Dual hook 200 mm	BOD4005H
Dual hook 300 mm	BOD4005I
Single hook 100 mm	BOD4005J
Single hook 200 mm	BOD4005K
Single hook 300 mm	BOD4005L





F4: Single-sided gondola



F5: Double-sided gondola

Office & Shop Furniture

EXAMPLE GALLERY

Furniture

Glass showcases

Furniture Counter A

Furniture Counter B

Wall gondola

Double-sided Gondola

Gondola Accessories

Workshop Furniture

EQUIPMENT FOR BRANDING THE WORKSHOP AREA

W1 Workshop Table

Quality workshop desks can be delivered in many different versions. The desk drawers are secured in guide rails with 100% pull-out. The load capacity of each drawer is 40 kg and the drawer handles are made of high-quality plastic.

Tables with doors are also equipped with locks with two keys. The worktop is made from 25 mm thick solid wood. The tables are equipped with adjustable legs to compensate for any unevenness in the floor. The load capacity of each table is 300 kg. Constructed in 0.85–1.0 mm thick, high-quality steel plate

W1: WORKSHOP TABLE A (w × h × d)

1200 × 800 × 600 mm	BOD4007A

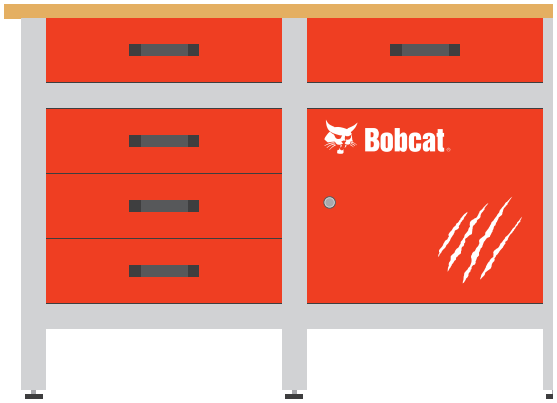
W1: WORKSHOP TABLE B (w × h × d)

1200 × 800 × 600 mm	BOD4008A

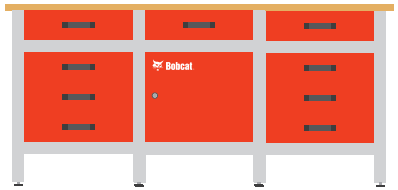
ACCESSORIES

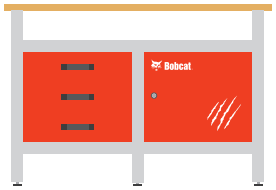
Wheels for workshop table/cabinets	BOD4007B

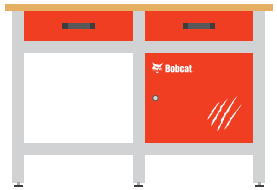
Workshop table A

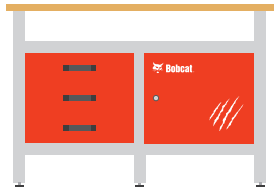


Workshop table B









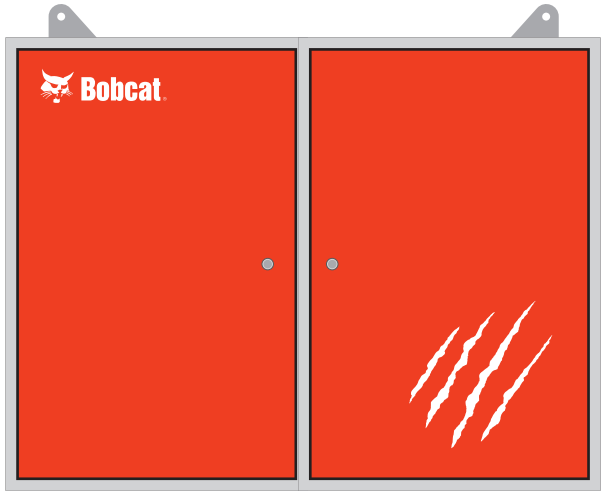
Cabinets

Wall-mounted cabinet

Wall-mounted cabinet with perforated back side, lockable doors (two keys included) and four adjustable shelves. Constructed in 0.85–1.0 mm thick steel plate.

W2: DIMENSIONS (w × h × d)

800 × 600 × 200 mm	BOD4010A

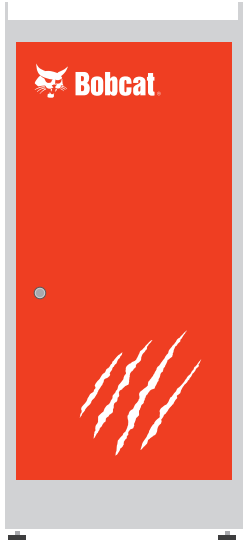


Self standing Cabinet

The top storage area of the cabinet is equipped with a safety rim to prevent tools from falling off. The cabinet itself is made of 0.85–1.0 mm thick steel plate and can be locked with a cylindrical lock (two keys included). Inside, there are three shelves with a load capacity of 30 kilograms each.

W3: DIMENSIONS (w × h × d)

450 × 1020 × 450 mm	BOD4012A



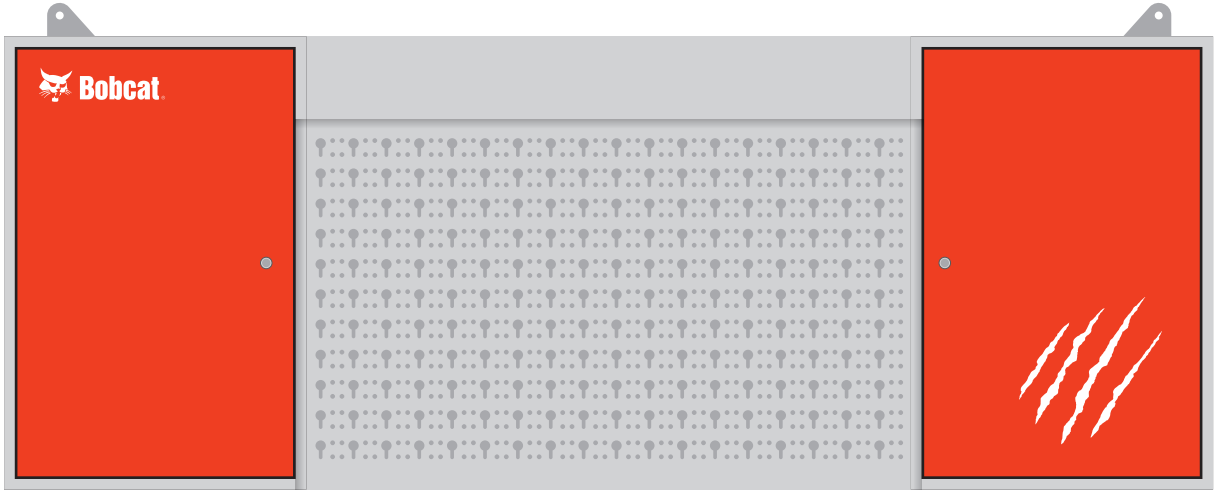
Gallery

W5 Tool Cabinet and Tool Organizer

Tool Cabinet

Both closets have lockable doors (two keys included) and four adjustable shelves. The back is made of perforated steel plate, 0.85–1.0 mm thick. All fasteners are included.

W4: DIMENSIONS (w × h × d)	
1600 × 600 × 200 mm	BOD4011A



Tool Organizer

Perforated steel plate, 0.85–1.0 mm thick. Includes two sets of tool hangers and all necessary fasteners.

W5: DIMENSIONS (w × h)	
1200 × 600 × 15 mm	BOD4009A

Workshop Furniture

EXAMPLE GALLERY

Workshop Tables, Cabinets and Tool Organizers

Workshop table A with 4 drawers

Tool cabinet A with socket

Tool organizer A

Workshop table B with 5 drawers

Tool cabinet B

Tool organizer B

Additional Branding Elements

OPTIONAL ACCESSORIES, CARS, ETC.

A1 Bobcat Doormat

The washable printed doormat is made with a 2 cm wide border and non-slip underside made of PVC. The velvety soft surface absorbs fluids and dust. Depending on the method and place of use, it can last 4 to 12 months.

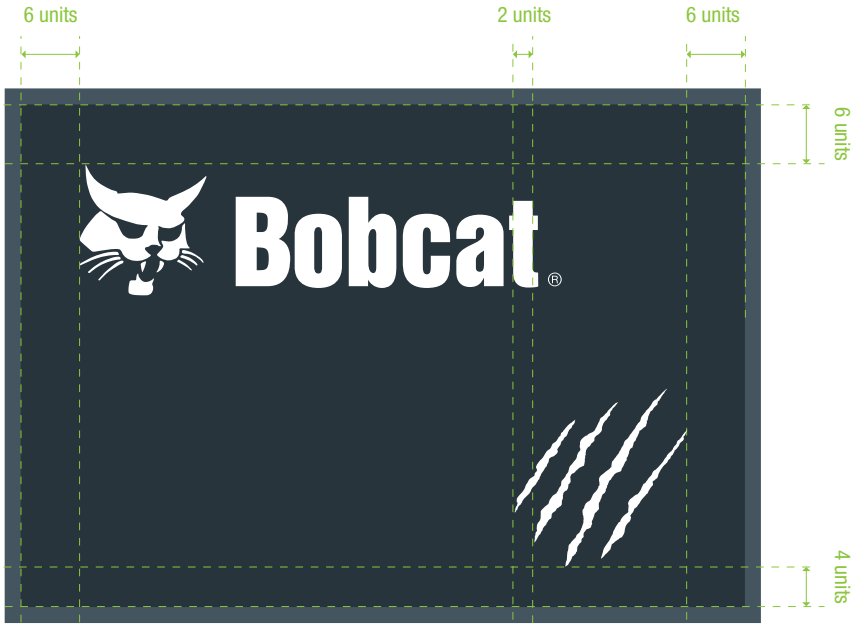
A1: DIMENSIONS (w × h) – OPTION A

700 × 1000 mm	B0D2B07A

The washable printed doormat is made with a 2 cm wide border and non-slip underside made of PVC. The velvety soft surface absorbs fluids and dust. Depending on the method and place of use, it can last 4 to 12 months.

A1: DIMENSIONS (w × h) – OPTION B

1000 × 700 mm	**B0D2B07B**



A2 Bobcat Projecting Interior Door Sign

Projecting door signs can be made to order and are suitable for highlighting toilets, departments and other relevant areas.

A2: DIMENSIONS (w × h × d)

200 × 200 × 50 mm	BOD2B12A

Gallery

Screen Surround

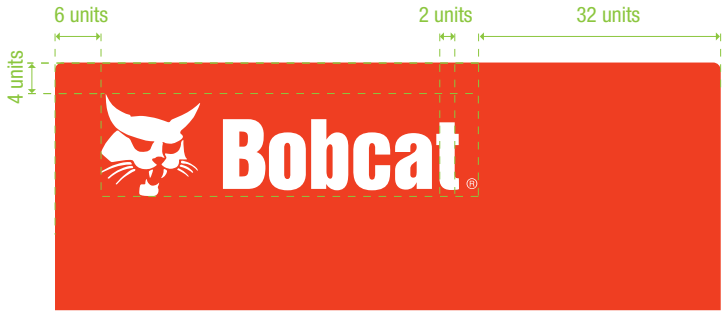
A3

Acrylic screen surrounds can be used on reception desks to hide the back of computers and monitors as well as to hide potentially confidential material.

A3: DIMENSIONS (w × h)	
1000 × 300 mm	BOD2B10A

EXAMPLE OF THE SIGNAGE POSITION

Gallery



A4 Bobcat Fabric Sign

Fabric-based branding of selected parts of the premise or shelves. The fabric sign is finished with a tunnel at the top for attachment. Dimensions can be customized according to the needs of the client.

A4: DIMENSIONS (w × h)

1000 × 2000 mm	BOD3019A
Custom dimensions	BOD3019B

EXAMPLE OF THE SIGNAGE POSITION

Custom Motif Mesh/Bantex Banner

A mesh banner with custom dimensions used to decorate indoor and outdoor with Bobcat motives.

The banner motive is fully customizable and up to the dealer's requirements and individual needs.

A5: MESH DIMENSIONS (w × h)

Custom dimensions	B0D3023A

A6: BANTEX DIMENSIONS (w × h)

Custom dimensions	B0D3024A

A5: Custom Motive Mesh Banner

A6: Custom Motive Bantex Banner

A7 Bobcat & Dealer History

A wallpaper for dealership's interior to decorate areas like customer waiting room or a meeting room.

The timeline is fully customizable according to the Bobcat's and Dealer's needs.

A7: DIMENSIONS (w × h)

Custom dimensions	BOD3025A

Example of Bobcat Timeline

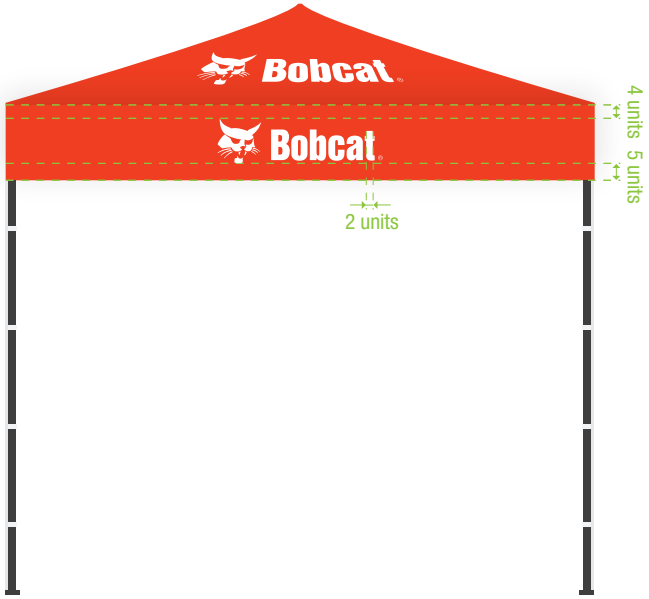
A8

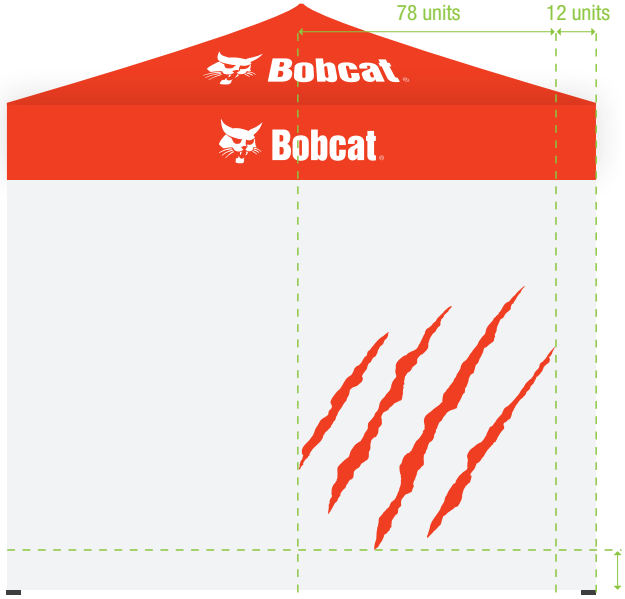
Tent, version A

This kind of a tent should have the design printed on the roof and sides using thermo sublimation technology. The tent itself is extremely durable with a 3×3 m all- aluminum construction.

A8: DIMENSIONS (w × h)

3000 × 3000 mm (Big hexagon)	**BOD3021A**
3000 × 3000 mm (Small hexagon)	**BOD3021C**



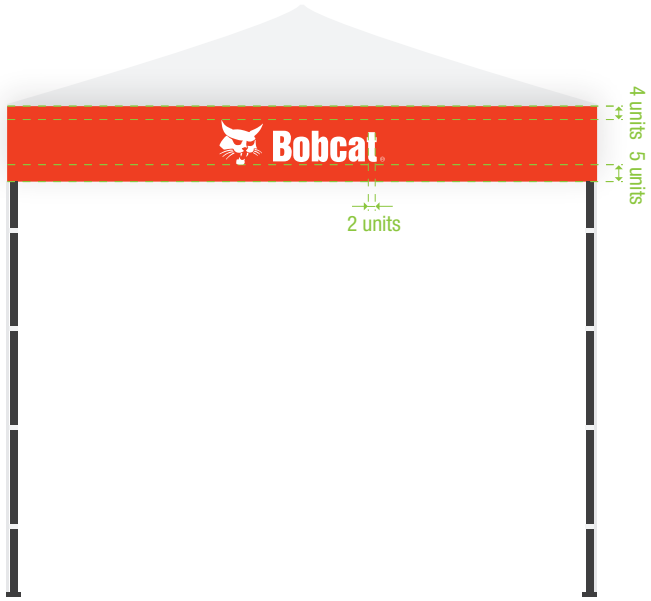


A9 Tent, version B

This more economical version of the tent comes with a red border patch and white logo on the front side of the roof only. Without the option of sidewall printing. The tent itself is extremely durable with a 3×3 m all-aluminum construction.

A9: DIMENSIONS (w × h)

3000 × 3000 mm (Big hexagon)	**BOD3021B**
3000 × 3000 mm (Small hexagon)	**BOD3021D**



A10

Passenger Car

Car signage is generally based on the design of Bobcat machines. The predominant color is white while the rear part of the vehicle should be orange. On a white background only a black version of the Bobcat logotype is allowed. On an orange background color the white version of Bobcat logotype has to be used. The decorative scratches can now be used as an optional add-on.

The suggested solution here serves as a general example how to approach with application of these elements on a passenger car. Any specific solution must, of course, respect the bodywork properties of the specific car. Design consultations are available if necessary.

A10: DIMENSIONS (w × h)

Passenger car design	BOD0001A

A11 Van

Car signage is generally based on the design of Bobcat machines. The predominant color is white while the rear part of the vehicle should be orange. On a white background, only a black version of the Bobcat logotype is allowed. On an orange background, the white version of Bobcat logotype has to be used. The decorative scratches can now be used as an optional add-on.

The suggested solution here serves as a general example how to approach with application of these elements on a passenger car. Any specific solution must, of course, respect the bodywork properties of the specific car. Design consultations are available if necessary.

A11: DIMENSIONS (w × h)

Van design	BOD0001B

Clothing Accessories

A12

This manual does not define a strict dress code, it merely recommends appropriate combinations for each staff category.

For shop assistants, it is recommended to use a red polo shirt accompanied with a Bobcat logo, possibly with scratches too. This shall be supplemented by dark gray trousers.

Sales managers should wear a white shirt with long or short sleeves. The shirt can be further supplemented by A) a Bobcat pin, B) an embroidered bobcat head on the collar, C) red thread quilted buttons, D) a red tie bearing a Bobcat logo.

Small Bobcat head logo on the chest

Bobcat Pin

Additional Branding Elements

EXAMPLE GALLERY

Wall-Mounted Digital Display, Advertisement Doormat

Screen Surround, Projecting Interior Sign

Desk counter with screen surrounder

Projecting interior sign

Tent

06 Summary of Signage

Full-list of signage and branded elements

			Dealer Type			
Item no.	Item	Dimensions (w × h × d)	Exclusive	Multi Brand	Item Ordering Code	Check-box
B1	3D Logo Sign – Bobcat	2000 × 550 mm	Page 51	Page 102	BOD1B05A	
B1	3D Logo Sign – Bobcat	Custom dimensions	Page 51	Page 102	BOD1B05B	
L1	3D Logo Sign – Dealer	Height 550 mm	Page 51	Page 102	BOD1L05A	
L1	3D Logo Sign – Dealer	Custom dimensions	Page 51	Page 102	BOD1L05B	
M1	3D Logo Sign – Other Brand	2000 × 550 mm		Page 102	BOD1M05A	
M1	3D Logo Sign – Other Brand	Custom dimensions		Page 102	B3D3B03A	
B2	Box Type Sign Horizontal – Bobcat	2000 × 750 mm	Page 52	Page 103	BOD1B03A	
B2	Box Type Sign Horizontal – Bobcat	4000 × 1500 mm	Page 52	Page 103	BOD1B03B	
B2	Box Type Sign Horizontal – Bobcat	Custom dimensions	Page 52	Page 103	BOD1B03C	
L2	Box Type Sign Horizontal – Dealer	2000 × 750 mm	Page 52	Page 103	BOD1L03A	
L2	Box Type Sign Horizontal – Dealer	4000 × 1500 mm	Page 52	Page 103	BOD1L06B	
L2	Box Type Sign Horizontal – Dealer	Custom dimensions	Page 52	Page 103	BOD1L06C	
M2	Box Type Sign Horizontal – Other Brand	2000 × 750 mm		Page 103	BOD1M03A	
M2	Box Type Sign Horizontal – Other Brand	4000 × 1500 mm		Page 103	BOD1M03B	
M2	Box Type Sign Horizontal – Other Brand	Custom dimensions		Page 103	BOD1M03C	
B3	Flex Face Sign – Bobcat	4000 × 1500 mm	Page 53	Page 104	BOD1B02A	
B3	Flex Face Sign – Bobcat	Custom dimensions	Page 53	Page 104	BOD1B02B	
L3	Flex Face Sign – Dealer	4000 × 1500 mm	Page 53	Page 104	BOD1L02A	
L3	Flex Face Sign – Dealer	Custom dimensions	Page 53	Page 104	BOD1L02B	
M3	Flex Face Sign – Other Brand	4000 × 1500 mm		Page 104	BOD1M01A	
M3	Flex Face Sign – Other Brand	Custom dimensions		Page 104	BOD1M01B	
B4	Debond Sign – Bobcat	2000 × 750 mm	Page 54	Page 105	BOD1B01A	
B4	Debond Sign – Bobcat	4000 × 1500 mm	Page 54	Page 105	BOD1B01B	

Full-list of signage and branded elements

			Dealer Type			
Item no.	Item	Dimensions (w × h × d)	Exclusive	Multi Brand	Item Ordering Code	Check-box
B4	Debond Sign – Bobcat	Custom dimensions	Page 54	Page 105	BOD1B01C	
L4	Debond Sign – Dealer	2000 × 750 mm	Page 54	Page 105	BOD1L01A	
L4	Debond Sign – Dealer	4000 × 1500 mm	Page 54	Page 105	BOD1L01B	
L4	Debond Sign – Dealer	Custom dimensions	Page 54	Page 105	BOD1L01C	
M4	Debond Sign – Other Brand	2000 × 750 mm		Page 105	BOD1M02A	
M4	Debond Sign – Other Brand	4000 × 1500 mm		Page 105	BOD1M02B	
M4	Debond Sign – Other Brand	Custom dimensions		Page 105	BOD1M02C	
B5	Console-Mounted Box Type Sign Vertical – Bobcat	1000 × 1000 mm	Page 55	Page 106	BOD1B04A	
B5	Console-Mounted Box Type Sign Vertical – Bobcat	Custom dimensions	Page 55	Page 106	BOD1B04B	
L5	Console-Mounted Box Type Sign Vertical – Dealer	1000 × 1000 mm	Page 55	Page 106	BOD1L04A	
L5	Console-Mounted Box Type Sign Vertical – Dealer	Custom dimensions	Page 55	Page 106	BOD1L04C	
M5	Console-Mounted Box Type Sign Vertical – Multi Brand	1000 × 1000 mm		Page 106	BOD1M04A	
M5	Console-Mounted Box Type Sign Vertical – Multi Brand	Custom dimensions		Page 106	BOD1M04B	
B6	Entrance Sign (Flex Face) – Bobcat	4000 × 1500 mm	Page 56	Page 107	BOD1B08A	
B6	Entrance Sign (Flex Face) – Bobcat	Custom dimensions	Page 56	Page 107	BOD1B08B	
L6	Entrance Sign (Flex Face) – Dealer	4000 × 1500 mm	Page 56	Page 107	BOD1L08A	
L6	Entrance Sign (Flex Face) – Dealer	Custom dimensions	Page 56	Page 107	BOD1L08B	
M6	Entrance Sign (Flex Face) – Multi Brand	4000 × 1500 mm		Page 107	BOD1M08A	
M6	Entrance Sign (Flex Face) – Multi Brand	Custom dimensions		Page 107	BOD1M08B	
B7	Entrance Sign (Debond) – Bobcat	2000 × 750 mm	Page 57		BOD1B09A	
B7	Entrance Sign (Debond) – Bobcat	4000 × 1500 mm	Page 57		BOD1B09B	
B7	Entrance Sign (Debond) – Bobcat	Custom dimensions	Page 57		BOD1B09C	
L7	Entrance Sign (Debond) – Dealer	2000 × 750 mm	Page 57		BOD1L09A	

Full-list of signage and branded elements

			Dealer Type			
Item no.	Item	Dimensions (w × h × d)	Exclusive	Multi Brand	Item Ordering Code	Check-box
L7	Entrance Sign (Debond) – Dealer	4000 × 1500 mm	Page 57		BOD1L09B	
L7	Entrance Sign (Debond) – Dealer	Custom dimensions	Page 57		BOD1L09C	
M7	Entrance Sign (Debond) – Multi Brand	2000 × 750 mm		Page 108	BOD1M09A	
M7	Entrance Sign (Debond) – Multi Brand	4000 × 1500 mm		Page 108	BOD1M09B	
M7	Entrance Sign (Debond) – Multi Brand	Custom dimensions		Page 108	BOD1M09C	
B8	Totem – Bobcat	1200 × 4000 × 185 mm	Page 58		BOD1B18A	
M8	Totem – Multi Brand	1200 × 4000 × 185 mm		Page 109	BOD1M18A	
B9	Totem – Illuminated – Bobcat	1200 × 4000 × 185 mm	Page 59		BOD1B18B	
M9	Totem – Illuminated – Multi Brand	1200 × 4000 × 185 mm		Page 110	BOD1M18B	
B10	Directional Sign A – Non-illuminated – Bobcat	1200 × 4000 mm	Page 60		BOD1B20B	
B10	Directional Sign A – Illuminated – Bobcat	1200 × 4000 mm	Page 60		BOD1B20D	
M10	Directional Sign A – Non-illuminated – Multi Brand	1200 × 4000 mm		Page 111	BOD1M20B	
M10	Directional Sign A – Illuminated – Multi Brand	1200 × 4000 mm		Page 111	BOD1M20D	
B11	Directional Sign B – Non-illuminated – Bobcat	1000 × 2750 mm	Page 61		BOD1B21B	
B11	Directional Sign B – Illuminated – Bobcat	1000 × 2750 mm	Page 61		BOD1B21D	
M11	Directional Sign B – Non-illuminated – Multi Brand	1000 × 3120 mm		Page 112	BOD1M21B	
M11	Directional Sign B – Illuminated – Multi Brand	1000 × 3120 mm		Page 112	BOD1M21D	
B12	Directional Sign C – Non-illuminated – Bobcat	1000 × 2000 mm	Page 62		BOD1B22B	
B12	Directional Sign C – Non-illuminated – Bobcat	Custom height up to 2 m	Page 62		BOD1B22F	
B12	Directional Sign C – Illuminated – Bobcat	1000 × 2000 mm	Page 62		BOD1B22D	
B12	Directional Sign C – Illuminated – Bobcat	Custom height up to 2 m	Page 62		BOD1B22H	
M12	Directional Sign C – Non-illuminated – Multi Brand	1000 × 2000 mm		Page 113	BOD1M22B	
M12	Directional Sign C – Non-illuminated – Multi Brand	Custom height		Page 113	BOD1M22F	

Full-list of signage and branded elements

			Dealer Type			
Item no.	Item	Dimensions (w × h × d)	Exclusive	Multi Brand	Item Ordering Code	Check-box
M12	Directional Sign C – Illuminated – Multi Brand	1000 × 2000 mm		Page 113	BOD1M22D	
M12	Directional Sign C – Illuminated – Multi Brand	Custom height		Page 113	BOD1M22H	
B13	Directional Sign – Wall-Mounted – Bobcat	1000 × 1000 mm	Page 63		BOD1B19C	
B13	Directional Sign – Wall-Mounted – Bobcat	Custom dimensions	Page 63		BOD1B19D	
M13	Directional Sign – Wall-Mounted – Multi Brand	1000 × 1150 mm		Page 114	BOD1M19C	
M13	Directional Sign – Wall-Mounted – Multi Brand	Custom dimensions		Page 114	BOD1M19B	
B14	Vertical Flags – Bobcat	800 × 2000 mm	Page 64	Page 115	BOD1B99A	
L14	Vertical Flags – Dealer	800 × 2000 mm	Page 64	Page 115	MULTID1B99A	
M14	Vertical Flags – Other Brand	800 × 2000 mm		Page 115	MULTIOTHERBOD1B99A	
T14	Vertical Flags – “One Tough Animal”	800 × 2000 mm	Page 64		BOD1B99A	
B15	Horizontal Flags – Bobcat	1250 × 500 mm	Page 65	Page 116	BOD1B99B	
L15	Horizontal Flags – Dealer	1250 × 500 mm	Page 65	Page 116	MULTID1B99B	
M15	Horizontal Flags – Other Brand	1250 × 500 mm		Page 116	MULTIOTHERBOD1B99B	
T15	Horizontal Flags – “One Tough Animal”	1250 × 500 mm	Page 65		BOD1B99B	
B16	Pole Sign – Exclusive	8000 × 4560 mm (1 LED box)	Page 51		BOD1B23B	
B16	Pole Sign construction	Height 15 m	Page 51		BOD1B23A	
M16	Pole Sign – Multi Brand	8000 × 4560 mm (1 LED box)		Page 117	BOD1B23B	
M16	Pole Sign construction	Height 15 m		Page 117	BOD1B23A	
B17	Department Sign – Bobcat	1450 × 400 mm	Page 67		BOD1B10A	
B17	Department Sign – Bobcat	Custom dimensions	Page 67		BOD1B10B	
B17	Department Sign – Parking (Wall-Mounted)	400 × 110 mm	Page 67		BOD1B10C	
B17	Department Sign – Parking (fence mounted)	400 × 110 mm	Page 67		BOD1B10D	
M17	Department Sign – Multi Brand	1450 × 400 mm		Page 118	BOD1M10A	

Full-list of signage and branded elements

			Dealer Type			
Item no.	Item	Dimensions (w × h × d)	Exclusive	Multi Brand	Item Ordering Code	Check-box
M17	Department Sign – Multi Brand	Custom dimensions		Page 118	BOD1M10B	
M17	Department Sign – Parking (Wall-Mounted)	400 × 110 mm		Page 118	BOD1M10C	
M17	Department Sign – Parking (fence mounted)	400 × 110 mm		Page 118	BOD1M10D	
B18	Bantex Sign – Bobcat	2000 × 750 mm	Page 68	Page 119	BOD1B06A	
B18	Bantex Sign – Bobcat	4000 × 1500 mm	Page 68	Page 119	BOD1B06B	
B18	Bantex Sign – Bobcat	Custom dimensions	Page 68	Page 119	BOD1B06C	
L18	Bantex Sign – Dealer	2000 × 750 mm	Page 68	Page 119	BOD1L06A	
L18	Bantex Sign – Dealer	4000 × 1500 mm	Page 68	Page 119	BOD1L06B	
L18	Bantex Sign – Dealer	Custom dimensions	Page 68	Page 119	BOD1L06C	
M18	Bantex Sign – Other Brand	2000 × 750 mm		Page 119	BOD1M06A	
M18	Bantex Sign – Other Brand	4000 × 1500 mm		Page 119	BOD1M06B	
M18	Bantex Sign – Other Brand	Custom dimensions		Page 119	BOD1M06C	
B19	Mesh Sign – Bobcat	2000 × 750 mm	Page 69	Page 120	BOD1B06A	
B19	Mesh Sign – Bobcat	4000 × 1500 mm	Page 69	Page 120	BOD1B06B	
B19	Mesh Sign – Bobcat	Custom dimensions	Page 69	Page 120	BOD1B06C	
L19	Mesh Sign – Dealer	2000 × 750 mm	Page 69	Page 120	BOD1L06A	
L19	Mesh Sign – Dealer	4000 × 1500 mm	Page 69	Page 120	BOD1L06B	
L19	Mesh Sign – Dealer	Custom dimensions	Page 69	Page 120	BOD1L06C	
M19	Mesh Sign – Other Brand	2000 × 750 mm		Page 120	BOD1M07A	
M19	Mesh Sign – Other Brand	4000 × 1500 mm		Page 120	BOD1M07B	
M19	Mesh Sign – Other Brand	Custom dimensions		Page 120	BOD1M07C	
B20	Window Stickers – Bobcat	670 × 250 mm	Page 70		BOD1B11A	
B20	Window Stickers – Bobcat	Custom dimensions	Page 70		BOD1B11B	

Full-list of signage and branded elements

			Dealer Type			
Item no.	Item	Dimensions (w × h × d)	Exclusive	Multi Brand	Item Ordering Code	Check-box
T20	Window Stickers – “One Tough Animal”	670 × 250 mm	Page 71		BOD1B12A	
T20	Window Stickers – “One Tough Animal”	Custom dimensions	Page 71		BOD1B12B	
B21	Window Sticker Strip – Bobcat & “One Tough Animal”	5000 × 150 mm	Page 70		BOD1B15A	
B21	Window Sticker Strip – Bobcat & “One Tough Animal”	5000 × 75 mm	Page 70		BOD1B15B	
B21	Window Sticker Strip – Bobcat & “One Tough Animal”	5000 × 48 mm	Page 70		BOD1B15C	
B21	Window Sticker Strip – Bobcat & “One Tough Animal”	Custom dimensions	Page 70		BOD1B15D	
B22	Window Decal – Bobcat’s head	580 × 600 mm	Page 71		BOD1B13A	
B22	Window Decal – Bobcat’s head	Custom dimensions	Page 71		BOD1B13B	
B23	Window Decal – Scratches	580 × 600 mm	Page 71		BOD1B14A	
B23	Window Decal – Scratches	Custom dimensions	Page 71		BOD1B14B	
B24	Door Decals Push/Pull – Bobcat	100 × 35 mm	Page 72		BOD1B16A	
B25	Opening Hours Sign – Bobcat	230 × 310 mm	Page 72		BOD1B17A	
B27	Reception Desk Panel/Wall – Bobcat	800 × 2750 mm	Page 84		BOD2B01A	
M27	Reception Desk Panel/Wall – Multi Brand	800 × 2750 mm		Page 130	BOD2M01A	
B28	Reception Desk – Bobcat (Blueprint)	1800 × 900 (1100) × 700 mm	Page 84		BOD4B01A	
M28	Reception Desk – Multi Brand (Blueprint)	1800 × 900 (1100) × 700 mm		Page 130	BOD4M01A	
B29	Interior Logo 3D – Bobcat	2000 × 550 × 20 mm	Page 85		BOD2B13A	
B29	Interior Logo 3D – Bobcat	Custom dimensions	Page 85		BOD2B13B	
M29	Interior Logo 3D – Other Brand / Dealer	Custom dimension × 550 × 20 mm		Page 131	BOD2M13A	
M29	Interior Logo 3D – Other Brand / Dealer	Custom dimensions		Page 131	BOD2M13B	
B30	Display A – Bobcat	1500 × 960 mm	Page 86	Page 132	BOD2B11A	
B30	Display B – Bobcat	980 × 625 mm	Page 86	Page 132	BOD2B11B	
M30	Display A – Other Brand	1500 × 960 mm		Page 132	BOD2M11A	

Full-list of signage and branded elements

			Dealer Type			
Item no.	Item	Dimensions (w × h × d)	Exclusive	Multi Brand	Item Ordering Code	Check-box
M30	Display B – Other Brand	980 × 625 mm		Page 132	BOD2M11B	
B31	Interior Directional Sign – Wall-Mounted – Bobcat	1000 × 1000 mm	Page 87		BOD2B04B	
B31	Interior Directional Sign – Wall-Mounted – Bobcat	Custom dimensions	Page 87		BOD2B04D	
M31	Interior Directional Sign – Wall-Mounted – Multi Brand	1000 × 1000 mm		Page 133	BOD2M04B	
M31	Interior Directional Sign – Wall-Mounted – Multi Brand	Custom dimensions		Page 133	BOD2M04D	
B32	Interior Department Sign – Bobcat (PVC)	1100 × 300 mm	Page 88		BOD2B05A	
B32	Interior Department Sign – Bobcat (PVC)	Custom dimensions	Page 88		BOD2B05B	
B32	Interior Department Sign – Bobcat (Debond)	1100 × 300 mm	Page 88		BOD2B05C	
B32	Interior Department Sign – Bobcat (Debond)	Custom dimensions	Page 88		BOD2B05D	
M32	Interior Department Sign – Multi Brand (PVC)	760 × 300 mm		Page 134	BOD2M05A	
M32	Interior Department Sign – Multi Brand (PVC)	Custom dimensions		Page 134	BOD2M05B	
M32	Interior Department Sign – Multi Brand (Debond)	760 × 300 mm		Page 134	BOD2M05C	
M32	Interior Department Sign – Multi Brand (Debond)	Custom dimensions		Page 134	BOD2M05D	
B33	Room Nameplates – Bobcat	210 × 294 mm	Page 89		BOD2B06B	
M33	Room Nameplates – Multi Brand	210 × 294 mm		Page 135	BOD2M06B	
P1	Wall Element	265 × 800 × 30 mm	Page 148	Page 148	BOD2B02A	
P1	Wall Element	460 × 800 × 30 mm	Page 148	Page 148	BOD2B02B	
P1	Wall Element	800 × 460 × 30 mm	Page 148	Page 148	BOD2B02C	
P1	Wall Element Accessories – Wired A4 Leaflet Pocket	232 × 212 × 66 mm	Page 148	Page 148	BOD2B02G	
P1	Wall Element Accessories – Wired A5 Leaflet Pocket	172 × 165 × 66 mm	Page 148	Page 148	BOD2B02H	
P1	Wall Element Accessories – Wired DL Leaflet Pocket	172 × 104 × 66 mm	Page 148	Page 148	BOD2B02I	
P2	Double-Sided Tower Stand	265 × 1600 × 400 mm	Page 150	Page 150	BOD2B02A	
P2	Double-Sided Tower Stand	460 × 1600 × 400 mm	Page 150	Page 150	BOD2B02A	

Full-list of signage and branded elements

			Dealer Type			
Item no.	Item	Dimensions (w × h × d)	Exclusive	Multi Brand	Item Ordering Code	Check-box
P2	Tower Stand Accessories – Wired A4 Leaflet Pocket	232 × 212 × 66 mm	Page 150	Page 150	BOD2B03G	
P2	Tower Stand Accessories – Wired A5 Leaflet Pocket	172 × 165 × 66 mm	Page 150	Page 150	BOD2B03H	
P2	Tower Stand Accessories – Wired DL Leaflet Pocket	172 × 104 × 66 mm	Page 150	Page 150	BOD2B03I	
P2	Tower Stand Accessories – Hook for Hanging	35 × 24 × 183 mm	Page 150	Page 150	BOD2B03J	
P3	Shelf Stoppers A	200 × 400 mm	Page 151	Page 151	BOD3001A	
P3	Shelf Stoppers A – Magnetic Holder		Page 151	Page 151	BOD3001B	
P4	Shelf Stoppers B	300 × 800 mm	Page 152	Page 152	BOD3002A	
P4	Shelf Stoppers B – Magnetic Swing Arm		Page 152	Page 152	BOD3002B	
P5	Shelf Flags A – Hard Paper	300 × 1000 mm	Page 153	Page 153	BOD3003A	
P5	Shelf Flags A – Blockout Banner	300 × 1000 mm	Page 153	Page 153	BOD3003B	
P5	Flag Holder		Page 153	Page 153	BOD3003G	
P6	Shelf Flags B – Hard Paper	300 × 1000 mm	Page 154	Page 154	BOD3004A	
P6	Shelf Flags B – Blockout Banner	300 × 1000 mm	Page 154	Page 154	BOD3004B	
P6	Flag Holder		Page 154	Page 154	BOD3003G	
P7	Shelf Decoration	Custom dimensions	Page 155	Page 155	BOD3005A	
P8	Shelf Brand Bar	5000 × 38 mm	Page 156	Page 156	BOD3006A	
P8	Shelf Brand Bar	5000 × 75 mm	Page 156	Page 156	BOD3006B	
P8	Shelf Brand Bar	5000 × 150 mm	Page 156	Page 156	BOD3006C	
P9	Shelf Leaflet Holder (A4)	for A4 leaflets	Page 157	Page 157	BOD3007A	
P9	Shelf Leaflet Holder (A5)	for A5 leaflets	Page 157	Page 157	BOD3007B	
P9	Shelf Leaflet Holder (DL)	for DL leaflets	Page 157	Page 157	BOD3007C	
P10	Shelf Leaflet Pocket (A4)	for A4 leaflets	Page 158	Page 158	BOD3008A	
P10	Shelf Leaflet Pocket (A3)	for A3 leaflets	Page 158	Page 158	BOD3008B	

Full-list of signage and branded elements

			Dealer Type			
Item no.	Item	Dimensions (w × h × d)	Exclusive	Multi Brand	Item Ordering Code	Check-box
P10	Shelf Leaflet Pocket – Magnetic Arm		Page 158	Page 158	BOD3008G	
P11	Shelf Tags	210 mm × 60 mm	Page 159	Page 159	BOD3009A	
P11	Shelf Tags – Price Tag Holder/Pocket		Page 159	Page 159	BOD3009B	
P12	Palette Wrapper – Thin	150 mm × 25 m	Page 160	Page 160	BOD3010A	
P13	Palette Wrapper – Wide	500 mm × 204 m	Page 161	Page 161	BOD3011A	
P14	Product Posters – UV Print (A2)	594 × 420 mm (A2)	Page 162	Page 162	BOD3012A	
P14	Product Posters – UV Print (A1)	841 × 594 mm (A1)	Page 162	Page 162	BOD3012D	
P14	Optional Product Poster Accessories – Nielsen Frame for A2 Poster		Page 162	Page 162	BOD3012C	
P14	Optional Product Poster Accessories – Nielsen Frame for A1 Poster		Page 162	Page 162	BOD3012F	
P15	Product Posters – Sticker on PVC (A2)	594 × 420 mm (A2)	Page 162	Page 162	BOD3012B	
P15	Product Posters – Sticker on PVC (A1)	841 × 594 mm (A1)	Page 162	Page 162	BOD3012E	
P16	Roll-up	800 × 2000 mm	Page 163	Page 163	BOD3013A	
P17	Beach Flag		Page 164	Page 164	BCGDA4001	
P18	Bobcat Floor Elements – The Track/Paws	100 × 100 mm	Page 165	Page 165	BOD2B08A	
P19	Bobcat Floor Elements – The Product Zone	1000 × 300 mm	Page 165	Page 165	BOD2B09A	
P19	Bobcat Floor Elements – The Product Zone	Custom dimensions	Page 165	Page 165	BOD2B09B	
P20	Product Information Stand A	300 × 1050 × 350 mm	Page 166	Page 166	BOD3017A	
P20	Product Information Stand B	300 × 1650 × 350 mm	Page 166	Page 166	BOD3017B	
P20	Product Information Stand C	700 × 1050 × 350 mm	Page 166	Page 166	BOD3017C	
P20	Product Information Stand D	700 × 1650 × 350 mm	Page 166	Page 166	BOD3017D	
P20	Product Information Stand Accessories – Acrylic Pocket for A3 Leaflet		Page 166	Page 166	BOD3018A	
P20	Product Information Stand Accessories – Acrylic Pocket for A4 Leaflet		Page 166	Page 166	BOD3018B	
P20	Product Information Stand Accessories – Custom Cut-Out Graphics		Page 166	Page 166	BOD3018C	

Full-list of signage and branded elements

			Dealer Type			
Item no.	Item	Dimensions (w × h × d)	Exclusive	Multi Brand	Item Ordering Code	Check-box
P21	Digital Display Stand (24" landscape display)	636 × 1666 × 452 mm (24" landscape)	Page 167	Page 167	BOD3014A	
P21	Digital Display Stand (15.6" portrait display)	257 × 1125 × 505 mm (15.6" portrait)	Page 167	Page 167	BOD3014B	
P22	iPad/Tablet Holder	7" Black	Page 168	Page 168	BOD3022B	
P22	iPad/Tablet Holder	10" Black	Page 168	Page 168	BOD3022A	
P22	iPad/Tablet Holder	13" Black	Page 168	Page 168	BOD3022C	
P23	Wobblers	60 × 90 mm	Page 169	Page 169	BOD3015A	
P24	Tire Holder	1200 × 1385 × 400 mm	Page 170	Page 170	BOD3020A	
P25	Wall-Mounted Digital Display 43"	43" display	Page 171	Page 171	BOD3016A	
P25	Wall-Mounted Digital Display 49"	49" display	Page 171	Page 171	BOD3016B	
P25	Wall-Mounted Digital Display 55"	55" display	Page 171	Page 171	BOD3016C	
F1	Counter A – Open Front	1000 × 1100 × 520 mm	Page 180	Page 180	BOD4002A	
F1	Counter B – Lockable Doors	1000 × 1100 × 520 mm	Page 180	Page 180	BOD4002B	
F2	Glass Showcase Large With Fixed Shelves	1000 × 2150 × 520 mm	Page 181	Page 181	BOD4003A	
F2	Glass Showcase Large With Adjustable Shelves	1000 × 2150 × 520 mm	Page 181	Page 181	BOD4003B	
F2	Glass Showcase Large – Accessories – Ceiling Lighting (3 Lights)		Page 181	Page 181	BOD4003G	
F2	Glass Showcase Large – Accessories – LED Strips (2 Strips)		Page 181	Page 181	BOD4003H	
F2	Glass Showcase Large – Accessories – Extra Glass Shelves for Adjustable Showcase		Page 181	Page 181	BOD4003I	
F3	Glass Showcase Narow With Fixed Shelves	500 × 2150 × 520 mm	Page 182	Page 182	BOD4004A	
F3	Glass Showcase Narow With Adjustable Shelves	500 × 2150 × 520 mm	Page 182	Page 182	BOD4004B	
F3	Glass Showcase Narow – Accessories – Ceiling Lighting (3 Lights)		Page 182	Page 182	BOD4004G	
F3	Glass Showcase Narow – Accessories – LED Strips (2 Strips)		Page 182	Page 182	BOD4004H	
F3	Glass Showcase Narow – Accessories – Extra Glass Shelves for Adjustable Showcase		Page 182	Page 182	BOD4004I	
F4	Gondolas – Single-Sided – Perforated Back	1000 × 2400 mm – 500 mm	Page 183	Page 183	BOD4005A	

Full-list of signage and branded elements

			Dealer Type			
Item no.	Item	Dimensions (w × h × d)	Exclusive	Multi Brand	Item Ordering Code	Check-box
F4	Gondolas – Single-Sided – Solid Back	1000 × 2400 mm – 500 mm	Page 183	Page 183	BOD4005B	
F4	Gondola Accessories – Dual Hook	100 mm	Page 183	Page 183	BOD4005G	
F4	Gondola Accessories – Dual Hook	200 mm	Page 183	Page 183	BOD4005H	
F4	Gondola Accessories – Dual Hook	300 mm	Page 183	Page 183	BOD4005I	
F4	Gondola Accessories – Single Hook	100 mm	Page 183	Page 183	BOD4005J	
F4	Gondola Accessories – Single Hook	200 mm	Page 183	Page 183	BOD4005K	
F4	Gondola Accessories – Single Hook	300 mm	Page 183	Page 183	BOD4005L	
F5	Gondolas – Double-Sided – Perforated Back	1000 × 2400 mm – 2 × 500 mm	Page 183	Page 183	BOD4006A	
F5	Gondolas – Double-Sided – Solid Back	1000 × 2400 mm – 2 × 500 mm	Page 183	Page 183	BOD4006B	
F5	Gondola Accessories – Dual Hook	100 mm	Page 183	Page 183	BOD4005G	
F5	Gondola Accessories – Dual Hook	200 mm	Page 183	Page 183	BOD4005H	
F5	Gondola Accessories – Dual Hook	300 mm	Page 183	Page 183	BOD4005I	
F5	Gondola Accessories – Single Hook	100 mm	Page 183	Page 183	BOD4005J	
F5	Gondola Accessories – Single Hook	200 mm	Page 183	Page 183	BOD4005K	
F5	Gondola Accessories – Single Hook	300 mm	Page 183	Page 183	BOD4005L	
W1	Workshop Table A	1200 × 800 × 600 mm	Page 188	Page 188	BOD4007A	
W1	Workshop Table B	1200 × 800 × 600 mm	Page 188	Page 188	BOD4008A	
W1	Workshop Table Accessories – Wheels for Workshop Table/Cabinet		Page 188	Page 188	BOD4007B	
W2	Cabinet – Wall-Mounted	800 × 600 × 200 mm	Page 189	Page 189	BOD4010A	
W3	Cabinet – Self Standing	450 × 1020 × 450 mm	Page 189	Page 189	BOD4012A	
W4	Tool Cabinet	1600 × 600 × 200 mm	Page 190	Page 190	BOD4011A	
W5	Tool Organizer	1200 × 600 × 15 mm	Page 190	Page 190	BOD4009A	
A1	Bobcat Doormat – Option A	700 × 1000 mm	Page 194	Page 194	BOD2B07A	

Full-list of signage and branded elements

			Dealer Type			
Item no.	Item	Dimensions (w × h × d)	Exclusive	Multi Brand	Item Ordering Code	Check-box
A1	Bobcat Doormat – Option B	1000 × 700 mm	Page 194	Page 194	BOD2B07B	
A2	Bobcat Projecting Interior Door Sign	200 × 200 × 50 mm	Page 196	Page 196	BOD2B12A	
A3	Screen Surround	1000 × 300 mm	Page 197	Page 197	BOD2B10A	
A4	Bobcat Fabric Sign	1000 × 2000 mm	Page 198	Page 198	BOD3019A	
A4	Bobcat Fabric Sign	Custom dimensions	Page 198	Page 198	BOD3019B	
A5	Custom Motif Mesh Banner	Custom dimensions	Page 199	Page 199	BOD3023A	
A6	Custom Motif Bantex Banner	Custom dimensions	Page 199	Page 199	BOD3024A	
A7	Bobcat Timeline	Custom dimensions	Page 200	Page 200	BOD3025A	
A8	Tent – Version A – Big hexagon	3000 × 3000 mm	Page 201	Page 201	BOD3021A	
A8	Tent – Version A – Small hexagon	3000 × 3000 mm	Page 201	Page 201	BOD3021C	
A9	Tent – Version B – Big hexagon	3000 × 3000 mm	Page 202	Page 202	BOD3021B	
A9	Tent – Version B – Small hexagon	3000 × 3000 mm	Page 202	Page 202	BOD3021D	
A10	Passenger Car Design		Page 203	Page 203	BOD0001A	
A11	Van Design		Page 204	Page 204	BOD0001B	
A12	Clothing Accessories		Page 205	Page 205		

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